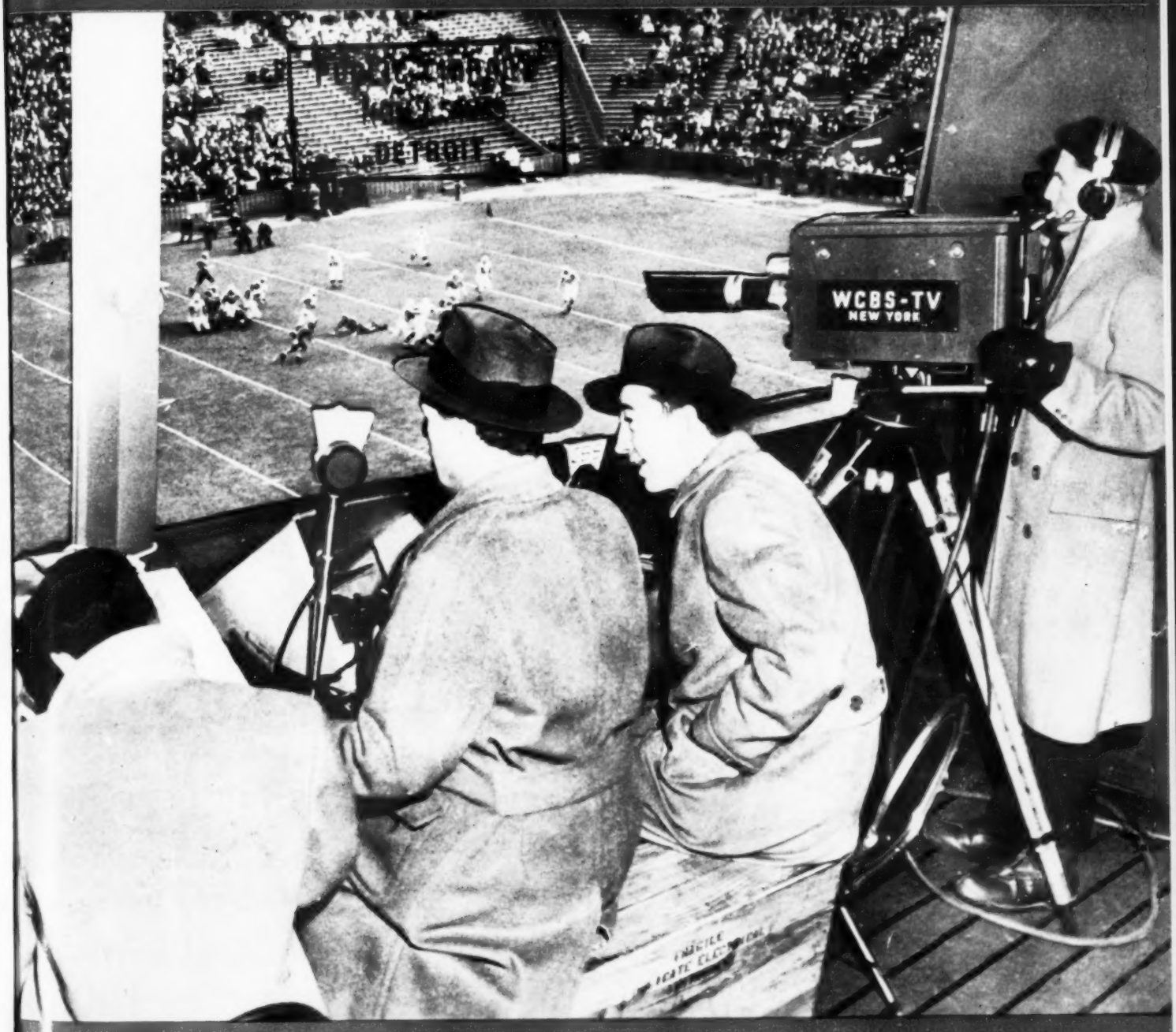
NOVEMBER • 1949

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE FOR SALESMEN OF ELECTRICAL PRODUCTS

A McGraw-Hill Publication

BUSINESS & COMMERCE



Television...Today and Tomorrow PAGE 49

Leader LEADS AGAIN!

The louvered type fixtures, as illustrated above, feature molded plastic louvers and plastic side panels. The plastic has been de-statisized to prevent electrostatic attraction, and will not warp or discolor. The New Horizon model is available in 2-lamp style, NHC-280-F; 3-lamp style, NHC-380-F; and 4-lamp style, NHC-480-F. The open-type fixture comes in 2-lamp style, NHO-280-F; 3-lamp style, NHO-380-F; and 4-lamp style NHO-480-F.

● N[illegible] engineers offer the NEW [illegible] Fluorescent Fixture jam-packed with light—brilliance without precedent! . . . Larger diameter lamps, of 425 milliamperes, achieve a new high in intense illumination without any increase in surface brilliance.

When you seek the best in fixtures—choose LEADER . . . When you want the latest in lighting progress—choose LEADER . . . When you are looking for the most for your dollars—choose LEADER! LEADER Fluorescent Fixtures—sold and installed only by the better electrical wholesalers and contractors.

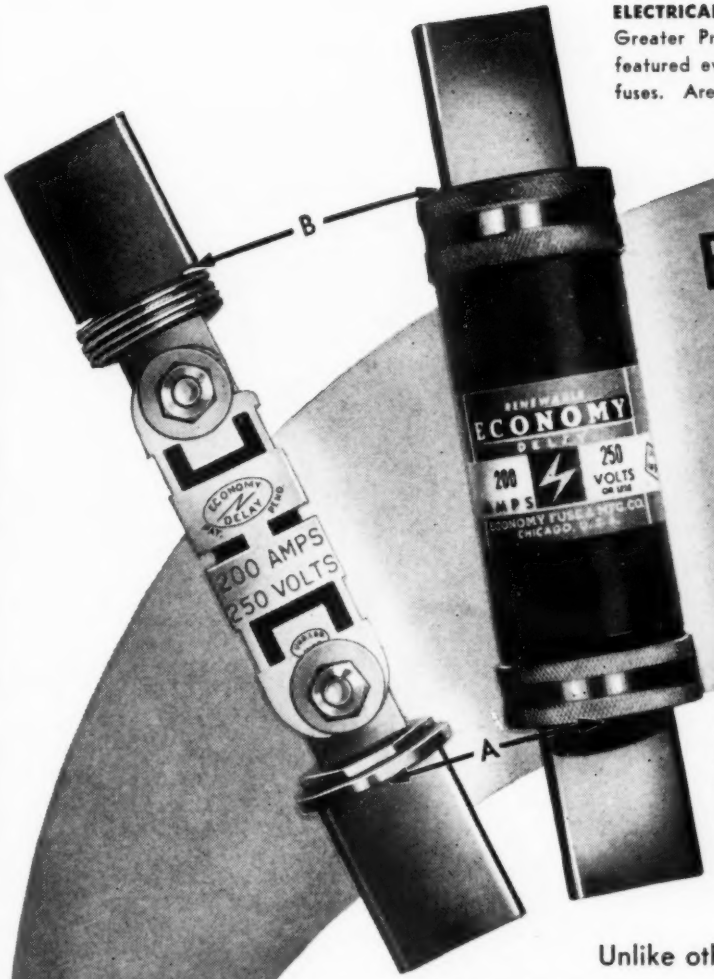
Send for mechanical details—today!

LEADER ELECTRIC COMPANY

3500 NORTH KEDZIE AVE. • CHICAGO 18, ILLINOIS

[illegible] FACTORY • 2040 LIVINGSTON • OAKLAND 6, CALIFORNIA

ELECTRICAL WHOLESALERS: The Trouble-Free Performance and Greater Protection of ECONOMY "DE-LAY" Renewable Fuses are featured every month in ads like these, to men who buy and specify fuses. Are you ready with a complete stock?



Economy KNIFE BLADES keep *Perfect Alignment*

Due to exclusive design and construction (Patent applied for), accurate alignment of knife blades is maintained automatically in the new Economy "DE-LAY" Renewable Fuses.*

Unlike other Fuses, the Economy knife-blade assembly seats *only* at the lower end (A) which enters the cartridge tube *last.*

The upper end (B) is a threaded plug member which acts like a Float—compensating for any dimensional changes and preventing any pressure developing on the knife blades—thus eliminating the chief cause of knife-blade misalignment.

That is why Knife Blades in Economy "DE-LAY" Fuses are in perfect alignment.

Specify Economy "DE-LAY" Fuses to eliminate the major cause of poor contact, and insure long life to the fuse cartridge.

Your Electrical Wholesaler has the new Economy "DE-LAY" Fuses and Renewal Links in Stock.

ECONOMY DE-LAY RENEWABLE CARTRIDGE FUSES

*Give maximum protection in the 135 to 200% overload ranges where most "blows" occur.

You are invited to write for the New Economy Catalog

2469 EW

ECONOMY FUSE AND MFG. CO., 2717 GREENVIEW AVE., CHICAGO 14, ILLINOIS REPRESENTATIVES IN ALL PRINCIPAL CITIES

It's got EVERYTHING!

New Federal Noark Front-Operated Safety Switch

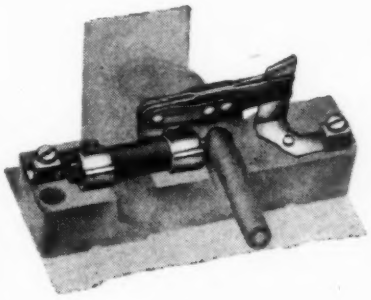
HERE IT IS—*exactly what you've wanted!* The new Federal Noark Front-Operated Safety Switch is absolutely without equal . . . safest . . . easiest to install and maintain . . . coolest in operation. It brings you sweeping new opportunities for sales and fastest turnover.

This new switch is safest because of its unique guaranteed current break, its visible blade construction, and special 3-position, front-operated handle. In addition, arc mufflers or Rolarc snuffers extinguish arcs instantly . . . accommodation for four locks makes cover virtually tamper-proof.

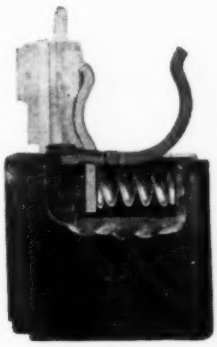
Maintenance is easiest because the new Noark design permits removal of blade and mufflers in a jiffy. Entire switch mechanism is removable from enclosure. Unit pole construction (each pole on an individual block) cuts losses due to accidental breakage.

Loose joints cause heat: to assure coolest operation, this new switch has only *two* joints to each pole (some switches have as many as seven). These joints are held under extreme tension by powerful steel springs. An ingenious one-piece fuse terminal and lug construction, and a new patented high pressure fuse holder are further assurance of low operating temperatures and long service life.

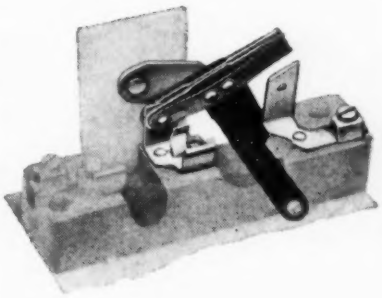
New Federal Noark Front-Operated Safety Switches come in 30, 60 and 100 ampere capacities, for 230-volt A. C.—250-volt D. C. and 575-volt A. C.—600-volt D. C. Type "C" Front-Operated Safety Switches, available in the same sizes, have many of these special features. Start now to profit from the demand for these remarkably outstanding switches. Mail coupon on next page for complete information.



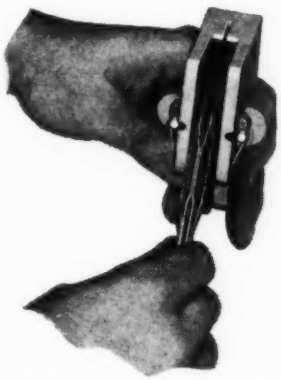
1 For coolest operation, the new Noark Safety Switch has only two joints to each pole and they are both under high tension. Heavy external steel springs along the switch blade apply constant pressure at both hinge and breakjaw.



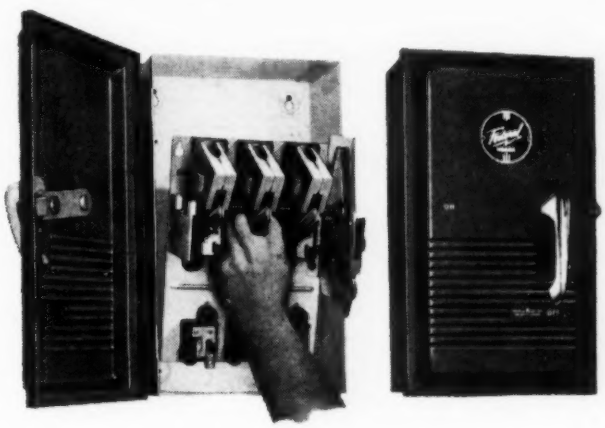
2 Pressure spring of the patented fuse holder is located in block under fuse where unaffected by heat. High-pressure lever action assures minimum contact resistance: cool operation. No screws to work loose; no springs near fuse to become annealed.



3 This is the only visible blade switch with the operating cross bar *beneath* the switch blades. The operator is thus safeguarded because the cross bar forces open the contacting blades regardless of broken hooks or damaged hinge mechanism.



4 New Federal Noark Front-Operated Safety Switches of more than 250 volts are protected by Noark Rolarc Snuffers. These operate by means of two arc-resistant rollers which snap together when switchblades leave the breakjaw and extinguish arcs instantly.



5 Entire switch mechanism is mounted on a back plate which can be removed from the box by loosening three self-retaining screws. Wiring is quick and easy. Blades and mufflers can be removed in a few seconds. Individual pole blocks cut losses due to accidental breakage. As these new Safety Switches are operated from the front, they can be closely banked for maximum space saving.

6 Federal Electric has spared no expense in making the new Noark Front-Operated Safety Switch smart and attractive in appearance as well as mechanically perfect. Enclosures are of code grade steel, finished with gray baked enamel . . . Each switch carries Underwriters' Laboratories approval and has the maximum horsepower rating for its size allowed by the Underwriters.

Federal Electric Products Company
50 Paris St., Newark 5, N. J.

Gentlemen: Please send us by return mail complete printed information about the new Federal Noark Front-Operated Safety Switch.

My name .....

Company name .....

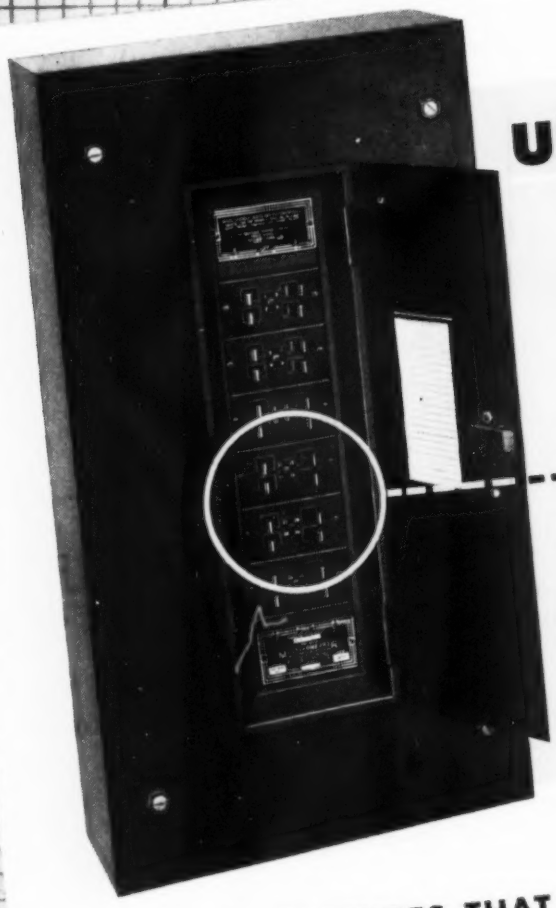
Address .....

City ..... State .....

FEDERAL NOARK

FRONT-OPERATED SAFETY SWITCH

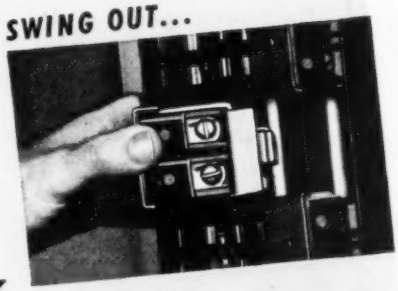
Complete line of Federal Electric Products includes Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct ★ Sales offices in principal cities.



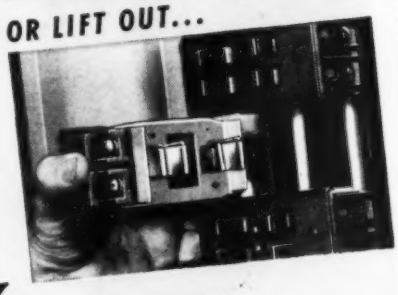
USE THIS *NEW* NMO "*PLUG-IN*" PANELBOARD

Wherever a large number of branch circuits for lights, appliances and business machines must be switched and protected.

1 SWING OUT...



2 OR LIFT OUT...



3 ATTACH WIRES...

4 "PLUG-IN"

HERE ARE FEATURES THAT REALLY COUNT:

✓ **Thermal-Coilless Magnetic**—Multi-breaker unit gives 2-way circuit protection. Thermal element holds harmless momentary overloads but trips on continuous overcurrents before wire insulation is overheated. Magnetic element trips quickly on "shorts" to localize damage.

✓ **Simple to Add or Change Circuits**—Four circuit Multi-breaker units have "Plug-in" feature. Any combination of 15, 20, 30, 40, or 50 ampere circuits available "off-the-shelf." Dummy units can be inserted to anticipate future requirements.

✓ **Easy to Wire**—Multi-breaker units can be swung or lifted out to attach wires. Approved connector eliminates "looping."

✓ **Smaller Size**—Compact Multi-breaker unit permits more circuits and larger wiring gutters without increase in overall panel size. Better utilization of wall and column space.

Illustrated NMO Bulletin gives complete information on the new Panelboards. Address Square D Company, 6060 Rivard St., Detroit 11, Michigan.

SQUARE D COMPANY

DETROIT • MILWAUKEE • LOS ANGELES

SQUARE D COMPANY CANADA LTD., TORONTO • SQUARE D de MEXICO, S. A., MEXICO CITY, D. F.

ABC ABP

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JAMES H. McGRAW (1869-1948), *Founder*
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CHANGE OF ADDRESS

Director of Circulation, Electrical Wholesaling
330 West 42nd Street, New York 18, N. Y.

Please change the address of my Electrical Wholesaling subscription.

Name .....

Old Address .....

New Address .....

New Company Connection .....

New Title or Position .....

This is one of a series of Spang ads which are appearing regularly in: ELECTRICAL CONSTRUCTION AND MAINTENANCE; ELECTRICAL WEST; and ELECTRICAL WORLD.

Can you send over some Central Conduit right away?
You bet. We're always glad to help in any way we can
CENTRAL SPANG CONDUIT
SPANG-CHALFANT
CENLACO (HOT DIPPED)
CENTRAL WHITE
CENTRAL BLACK

Our advertising talks about you

● Each month throughout the year our advertising talks to your customers about you. It tells them about the fine service you provide. And every ad not only talks about Central Rigid Steel Conduit, but also reminds your customers of the other products and services you have to offer.

Advertising isn't the only way we intend to help you. We will continue to maintain the same high quality standards that have made Central Rigid Steel Conduit so famous.

SPANG-CHALFANT

Division of The National Supply Company

GENERAL SALES OFFICE: Grant Bldg., Pittsburgh, Pa.

District Offices and Sales Representatives in Principal Cities

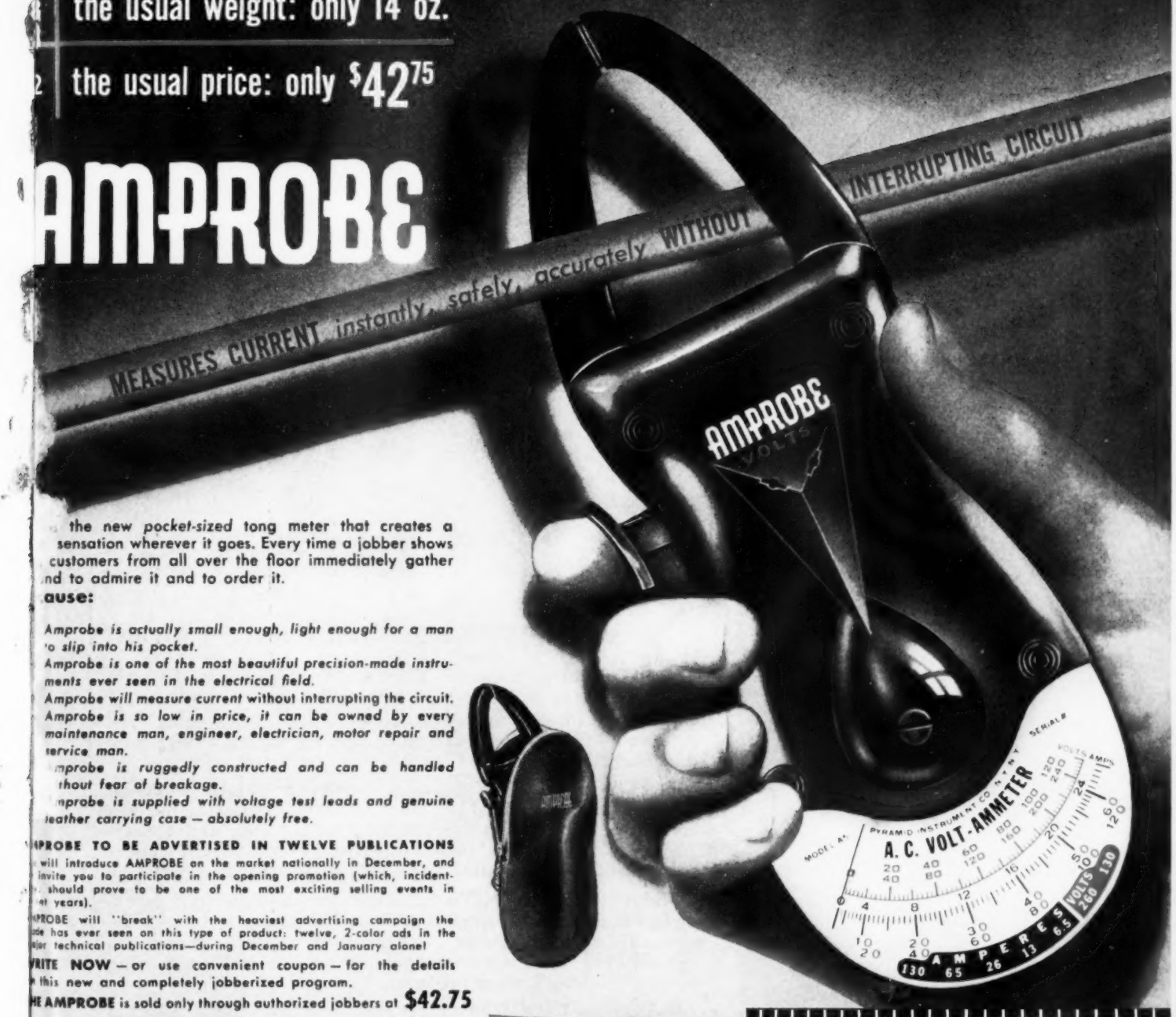
ensational pocket-sized, split-core volt-ammeter

the usual size: only 7"

the usual weight: only 14 oz.

the usual price: only $42.75

AMPROBE



the new pocket-sized tong meter that creates a sensation wherever it goes. Every time a jobber shows customers from all over the floor immediately gather and to admire it and to order it.

ause:

Amprobe is actually small enough, light enough for a man to slip into his pocket.

Amprobe is one of the most beautiful precision-made instruments ever seen in the electrical field.

Amprobe will measure current without interrupting the circuit.

Amprobe is so low in price, it can be owned by every maintenance man, engineer, electrician, motor repair and service man.

mprobe is ruggedly constructed and can be handled thout fear of breakage.

mprobe is supplied with voltage test leads and genuine leather carrying case — absolutely free.

MPROBE TO BE ADVERTISED IN TWELVE PUBLICATIONS

will introduce AMPROBE on the market nationally in December, and invite you to participate in the opening promotion (which, incidentally, should prove to be one of the most exciting selling events in t years).

MPROBE will "break" with the heaviest advertising campaign the ade has ever seen on this type of product: twelve, 2-color ads in the ajor technical publications—during December and January alone!

RITE NOW — or use convenient coupon — for the details this new and completely jobberized program.

HE AMPROBE is sold only through authorized jobbers at **$42.75**

SPECIFICATIONS (3 models)

A-5; 0/6.5/13/36/65/130 amps. 0/130/260 V.A.C.
A-5-1; 0/6.5/13/36/65/130 amps. 0/150/600 V.A.C.
A-6; 0/10/25/50/100/250 amps. 0/150/600 V.A.C.

ale length: 2.47 inches
eight: 14 oz.
mensions: 7⅛" L x 2-9/16" W x 1⅛" T.
mplete with plug-in type volt-e test leads and genuine top ain cowhide leather case.

voltage breakdown test: 3,000 V.A.C.
accuracy: ± 3% of full scale
Will handle conductors 1⅛" diameter or bars 1½" x ½".

- ▲ Dovetail transformer joints
- ▲ Transformer encased in heavy, non-chipping, molded nylon
- ▲ Scientifically designed, light conducting window permits readings from any position
- ▲ Large, jeweled, alnico meter movement.

order at our risk
A few choice jobber territories still open

As soon as we receive your order, we will ship you one sample Amprobe immediately. If you are not completely satisfied, you have the option of cancelling your order and returning the sample within ten days. Pyramid Instrument Co., 49 Howard Street, New York 13, N. Y.

PYRAMID INSTRUMENT CO.
49 Howard St., N. Y. 13, N. Y.

_____ (date)

☐ Here's my order for _____ Amprobes.
You are to ship me one sample Amprobe immediately. If I am not completely satisfied, I have the option of cancelling my order and returning the sample within 10 days.

☐ *Send me complete descriptive literature immediately.*

DISTRIBUTOR'S NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNED BY _____

TITLE _____

PYRAMID QUALITY INSTRUMENTS

NOW...in midget size

Sectional view showing bus in position
Feedin Box 2 or 3 pole
Plugin Outlets spaced on 20-inch centers
Hanger
Plugin Device 2 or 3 pole
End Closure

the NEW FA POWER PLUGIN

Designed for

50 AMP., 240 VOLT MAXIMUM FEEDER CAPACITY, AND ½ to 3 HP MOTORS

(7½ HP MAXIMUM WITH DUAL-ELEMENT FUSES)

THE COMPACT *MIDGET SIZE* PLUGIN (FA) BUSDUCT

The PLUG-IN convenience, flexibility and efficiency of Plugin (FA) Busduct is now available in *midget* size . . . 50 Amp., feeder capacity . . . for equipment requiring connections for ½ to 3 HP motors, 240 volts or less AC or DC . . . 7½ HP maximum, with dual element fuses.

(FA) POWER PLUGIN provides convenient plugin outlets all along the line. Approved by Underwriters' Laboratories, the duct is made in 5-foot and 10-foot sections with plugin outlets every 20 inches . . . additional outlets on special order. Special lengths are available for application on production benches and machines.

Midget PLUGIN UNITS, fitted with standard 30 Amp. capacity fuse connections, serve as excellent disconnect devices for the power feeder to the motor . . . permitting production machines to be moved in or out of the production line without slowing down or delaying plant production.

(FA) POWER PLUGIN's midget size (3 inches wide by 2 inches deep) provides a new flexibility in power distribution for even greater production efficiency.

You'll find much more information in our new Bulletin No. 703. We will gladly send it to you.

Frank Adam Electric Co.

ST. LOUIS 13, MISSOURI

Makers of BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER

No. V-1720—Etched glass with ivory trim and crystal clear bands. A distinctive living room fixture that hugs the ceiling and casts soft, comfortable light to farthest corners of the room. 20 in. spread.

No. V-414—Floral decorated glass, with crystal highlight and colonial brass trim makes this a beautiful, close-to-ceiling fixture for the bedroom.

No. V-495-CO—A pull-chain wired bathroom wall fixture for good general illumination, with chromium back plate and opal glass cylinder for 40-watt tubular lamp.

No. V-2715-C—Delicate colonial design, with bright brass, hand cut glass and imported shimmering crystal prisms gives unusual brilliance to this fine dining room fixture.

URGE YOUR CUSTOMERS TO

Raise the Fixture Allowance

FOR MORE SALABLE HOMES!

Today, more than ever, it's the little extra features in a home that catch the buyer's eye, mean faster salability, especially to women.

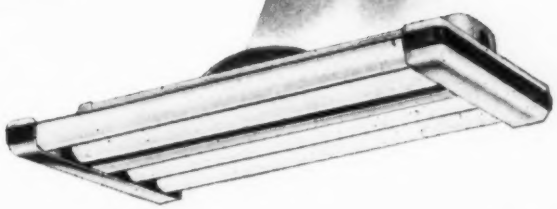
For example, lighting fixtures by Virden not only assure good lighting but also add tasteful decoration and color that mean extra "buy-appeal". And produced in volume, they are popularly priced . . . *offer real value* . . . Virden value.

So we suggest that you'll both benefit when you urge home builders to "raise the fixture allowance."

No. V-972—Authentic old coach lamp style in colonial brass and heavy beveled and etched glass for a weather resisting outdoor lantern.

VIRDEN VALUE

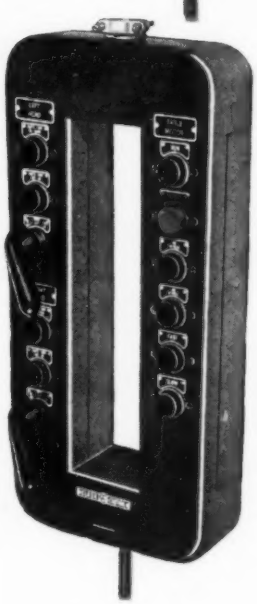
No. V-2730—Baked white enamel, chrome trim kitchen ceiling fixture — low power factor — accommodates four 20-watt fluorescent lamps.



John C. Virden Company • Cleveland, Ohio

For Every Electrical Actuating Need—there's a CLARK PUSH BUTTON!

Clark Type "D" Heavy Duty Push Buttons are sturdily built to provide outstanding service in heavy duty operations. These Push Button elements and stations are available in a great variety of arrangements, contact requirements, and enclosures, and also include Pilot Light and Selector Switches which are interchangeable with the Push Button elements.



Type D—Heavy Duty Push Buttons. Above—for Class 1, Group D, Hazardous locations; Below—Dust-tight and water-tight enclosure.

The following table shows mounting arrangements available

HEAVY DUTY STATIONS AND ELEMENTS			
TYPE	MOUNTING ARRANGEMENT	APPARATUS	ENCLOSURE
D	Surface	Assembled Stations	Standard
D	Surface	Elements Only	Open
D	Flush Plate	Assembled Stations	Pull-box available
D	Steel Panel	Elements Only	Open
D	Slate Panel	Elements Only	Open
D	Surface	Assembled Stations	Dust-tight and Water-tight
D	Surface	Assembled Stations	Class I, Group D Hazardous Locations
D	Pendant	Assembled Stations	Standard
D	Surface or Semi-flush	Mill Button	Cast
DO (Oil Tight)	Steel Panel	Elements Only	Open

Type D, Form RN "Roughneck" Push-button for heavy duty service. Below, Form RNG with guard ring.

Modifications for surface mounted assembled stations include Mushroom Heads, Hold down rings with lock clip. Snap latch for jogging arrangements, maintained contact elements, and additional contacts on push button elements.

Also available are several types of Standard Duty Buttons for use on ordinary starter applications no larger than NEMA Size 4, 150 ampere size.

The wide variety of enclosures and mounting arrangements makes CLARK PUSH BUTTONS ideal for Distributors to handle.

THE CLARK CONTROLLER CO.

EVERYTHING UNDER CONTROL • 1146 EAST 152nd STREET, CLEVELAND 10, OHIO

CRESCENT
SYNTHOL BUILDING WIRES

TYPE TW
For Both Wet and Dry Locations

FOR BETTER WIRING

Simplify Your Stock Problem

USE THIS ONE TYPE FOR ALL YOUR BRANCH CIRCUIT REQUIREMENTS

CRESCENT SYNTHOL—Type TW, Building Wires and Cables are insulated with a special, tough, thermoplastic compound that results in wires of unexcelled Permanence, Safety, Adaptability and Value. They combine high dielectric and mechanical strength with the following desirable features.

SMALL DIAMETER -has smallest outside diameter for same conductor size, permitting more conductors, or larger conductors in same space.

FLAME RETARDING—SYNTHOL insulation will not support combustion.

LONG LIFE—practically unaffected by continuous exposure for years to sunlight or air; more stable than any rubber insulation.

RESISTANT to moisture, acids, alkali and most chemical solvents.

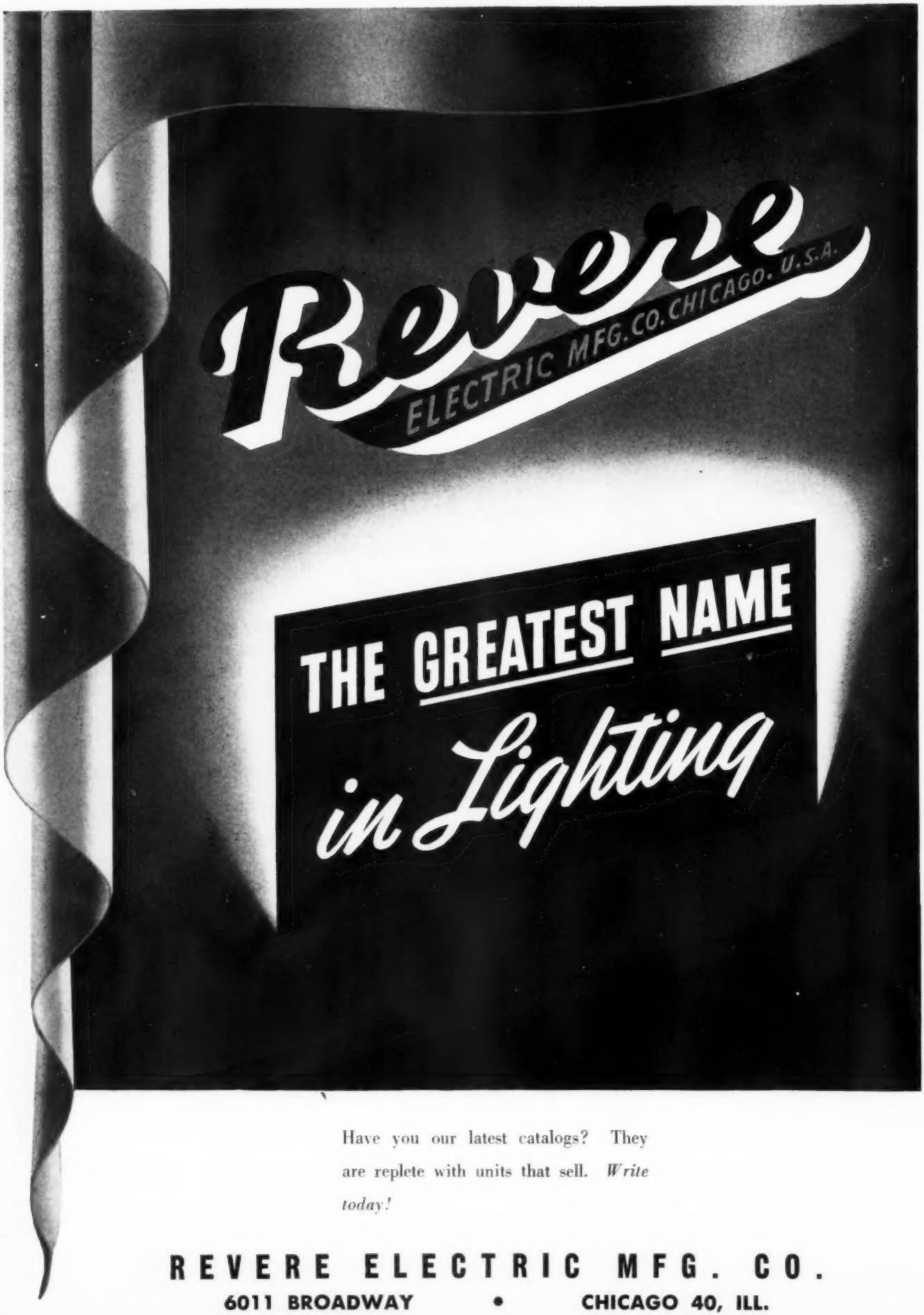
OILPROOF—cutting oils, greases and petroleum solvents do not injure SYNTHOL.

BRIGHT COLORS—non-fading, the insulation is the same color throughout so color will not scrape off; easily cleaned; twelve colors.

FREE STRIPPING—makes splicing and soldering easier and faster.

EASY PULLING—because SYNTHOL wires have a permanent clear wax lubrication on their hard, smooth, abrasion resistant surface.

CRESCENT
WIRE & CABLE
CRESCENT INSULATED WIRE & CABLE CO.
TRENTON, N. J.



Have you our latest catalogs? They are replete with units that sell. *Write today!*

REVERE ELECTRIC MFG. CO.

6011 BROADWAY • CHICAGO 40, ILL.

PUSH... and electrical service is restored with BullDog *Pushmatic*

THAT'S ALL there is to it! A simple push of the finger makes or breaks the circuit. No resetting manually when the circuit is broken by short or overload. Just PUSH —and service is restored.

Pushmatic is compact, sturdy, simple . . . the most versatile and flexible unit available today. It will meet every new or changing load condition.

And *Pushmatic* units are easy to install! There are no complicated group mountings . . . individual single-pole units make additions and changes a simple matter.

There are four types of *Pushmatics:* THERMAL ONLY, THERMAL-MAGNETIC, or either of these types with AMBIENT COMPENSATING FEATURES. All are identical in size and contour, in ratings of 15, 20, 30, 40, and 50 amperes, 120 V., 1 pole, or 120-240 V., 2 poles, AC. All are interchangeable for rating and type.

Write today for *Pushmatic* Bulletin #493. This descriptive bulletin contains complete information and prices on BullDog Electri-Centers and the new *Pushmatic.*

Only *Pushmatic* Electri-Centers provide push-button control, automatic protection!

REVOLUTIONARY, new *Pushmatic* ELECTRI-CENTERS provide electrical control centers that are the last word in efficiency and protection.

They are attractive, compact, simple . . . easy to wire. There's plenty of gutter room even in the smallest cabinets.

With Electri-Centers there are no fuses to buy, no complicated operations or installation techniques to remember. You get versatility and adaptability, ease of installation and operation *never before obtainable in any panelboard.*

See the new ELECTRI-CENTERS at first opportunity, or write today for *Pushmatic* Bulletin #493.

BULLDOG ELECTRIC PRODUCTS COMPANY

DETROIT 32, MICHIGAN — FIELD OFFICES IN ALL PRINCIPAL CITIES

IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO

BULL DOG

HEADQUARTERS FOR ELECTRICAL DISTRIBUTION

Teamed up for profits—you and "U.S."

WHEN WE SELL *TOGETHER* WE PROFIT TOGETHER

When you team up with United States Rubber Company in selling wire and cable, you find yourself in an entirely new kind of Electrical Distributing. And it means more profit!

First, you find that the "U. S." Salesman works side by side with you in your *selling* efforts. You are dealing with a manufacturer who knows the vital part you, the distributor, plays. You do your part by carrying inventories, handling credit and collection jobs, helping build up new products, new markets.

Second, as a "U. S." Distributor, you handle products that sell quickly and heavily because they are *beyond competition*. Laytex RU, world's finest branch circuit wire; Laytex RUW, the wire whose insulation resistance increases in wet locations; the famous Royal Master Portable Cord and the new Neoprene Covered Service Entrance Cable are typical examples. Consistent strong advertisements spotlight these products in leading trade publications, working for you and with you.

As a Distributor, you should take advantage of this opportunity to team up with "U. S." for profit. Write today to Electrical Wire and Cable Department, United States Rubber Company, Rockefeller Center, New York 20, N. Y.

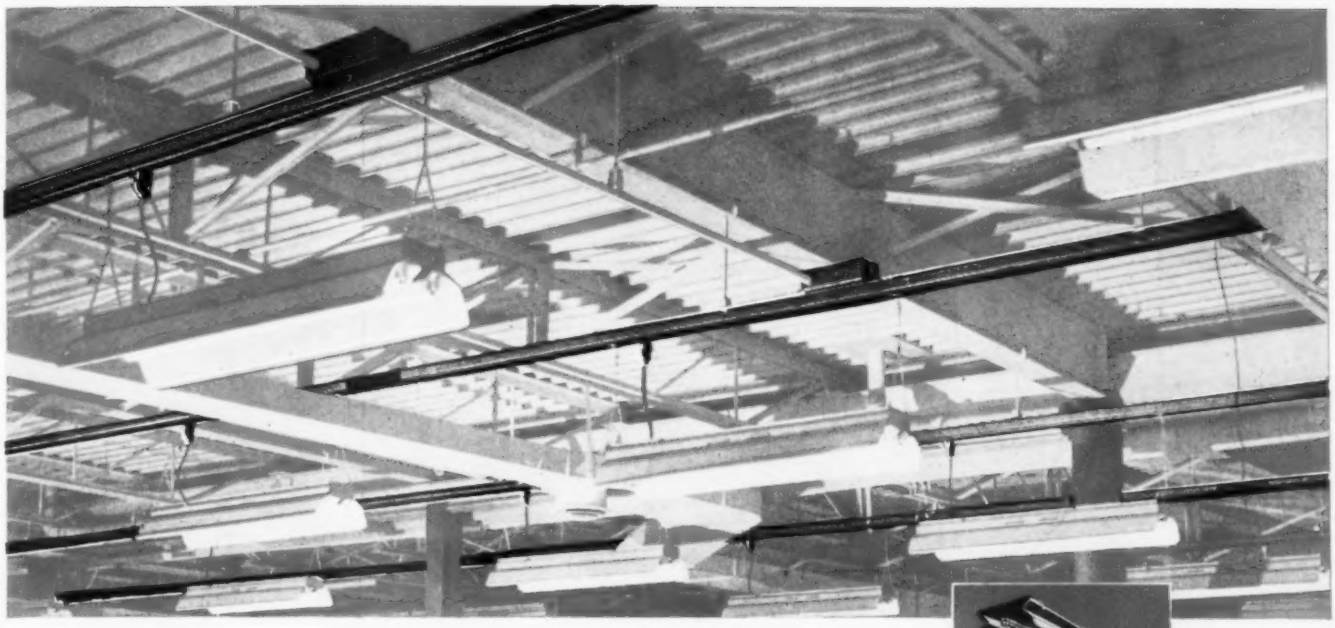
SIDE BY SIDE SELLING THIS GREAT WIRE AND CABLE LINE

Laytex RU and RUW Building Wires
All standard types of Building Wires and Cables (R, RH, RW, T, TW, etc.)
Laytex Service Entrance Cables
Aluminum Wires and Cables
Underground and Overhead Cables
Mining Machine and Locomotive Cables
Electrix Plugs
Royal Master Portable Cords
and many other types of electrical wires and cables

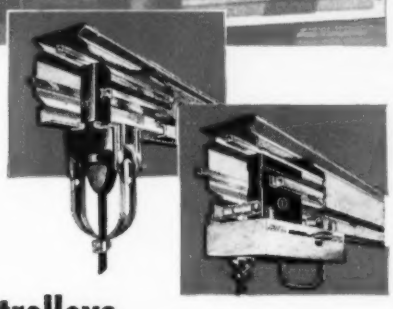
MADE BY

U.S. RUBBER
SERVING THROUGH SCIENCE

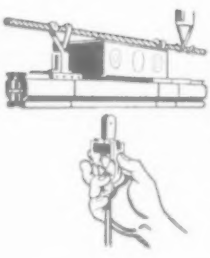
UNITED STATES RUBBER COMPANY



NOW...a Busway for Lighting and Small Power Tools



New FLEX-A-POWER is every inch an outlet for plugs or trolleys



Now... Trumbull introduces the busway for 50 amp service—lighting, small tools, business machines, appliances. It's the LTG FLEX-A-POWER—an outgrowth of Trumbull's 20-year experience with the heavier FLEX-A-POWER used so successfully throughout industry.

NO PRODUCTION BREAKS FOR RELOCATING LOAD OR RE-WIRING

Whether it's a run of ten feet or one thousand, LTG is a potential outlet every inch of the way. It can be instantly tapped by plug or trolley—*any place.*

The load can go where it's needed—not just where there's a fixed outlet—and without long extension cords.

LOWER COST INSTALLATION—EASY RELOCATION

Prefabricated LTG sections are installed much more quickly than wiring and conduit. Systems can be dismantled and reinstalled—or extended—with ease and economy.

MOST EFFICIENT PLUG-IN SYSTEM

Exclusive—plug or trolley can be inserted anywhere. *Exclusive*—no drop-out sections (which weaken system). *Exclusive*—two, three or four-pole systems in same compact housing. Each 10 foot length will support 250 lbs. at any point.

NEW FREE BULLETIN TELLS why LTG FLEX-A-POWER is less expensive, more practical than wiring and conduit... more flexible, more rugged than any other busway in its class. Send coupon now.

THE TRUMBULL ELECTRIC MANUFACTURING COMPANY
PLAINVILLE, CONN.

I want to know more about *savings* and *flexibility* with LTG FLEX-A-POWER. Please send Bulletin TEC-3.

Name.....

Company.....

Address.....

City.....Zone.....State.....

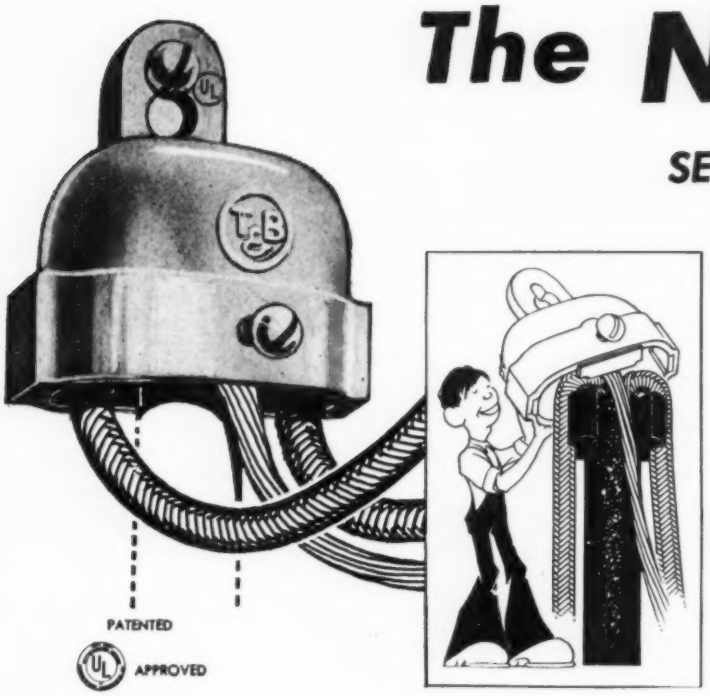
Men Who Observe the Best Electrical Practice Make It a Practice to Use

TRUMBULL (T) ELECTRIC

TRUMBULL'S TRAINLOAD OF NEW PRODUCTS

The NEW 5550

SERVICE ENTRANCE CABLE CAP



T&B ENGINEERED

Takes 3 No. 6 or 3 No. 8 Wires

UNIQUE because

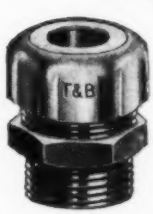
- *it's actually raintight*
- *it requires no threading of wires*
- *it's rustless aluminum—die cast*
- *it has just two parts*
- *it installs with only one screw*
- *it has installing directions permanently cast in*

BRAND NEW TOO!

Watertight Box Connectors
for outdoor meters
No. 2100 and 2300 Series

THE THOMAS & BETTS CO.
INCORPORATED
ELIZABETH 1, NEW JERSEY

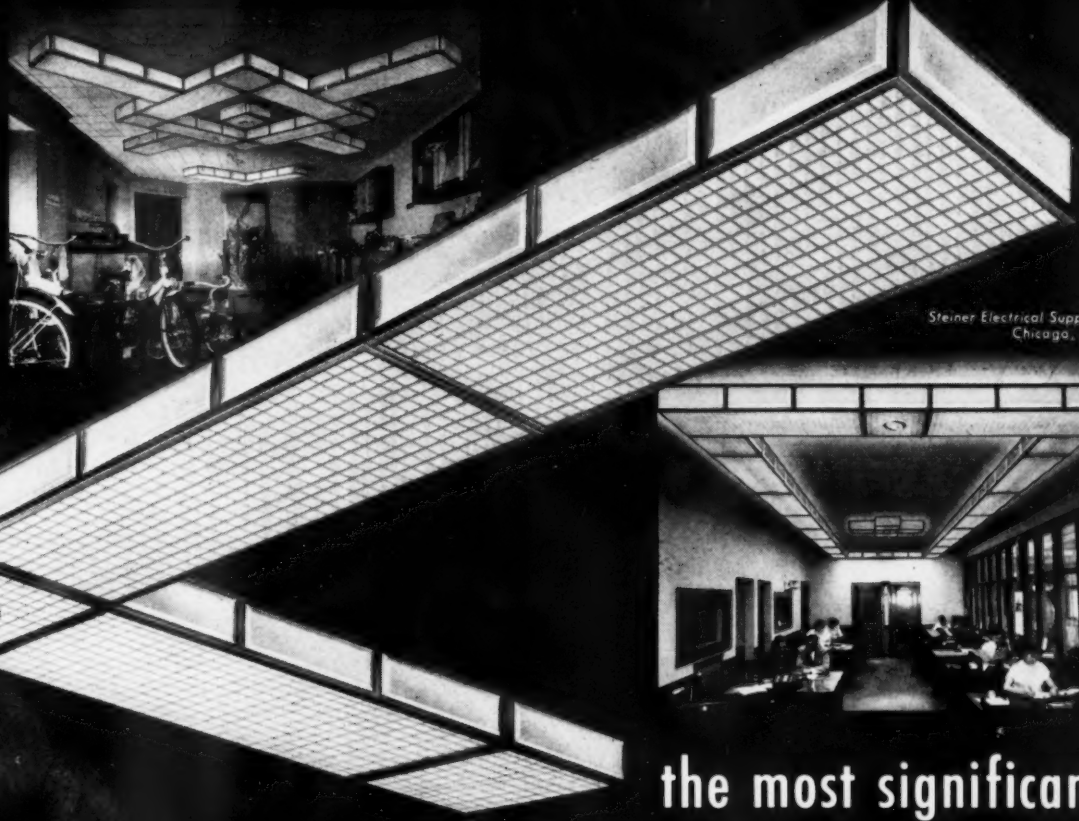
ALSO BRAND NEW!



No. 3300 Series Connectors
for indoor meters

T & B PRODUCTS SOLD ONLY THROUGH THE T & B ELECTRICAL WHOLESALER

B. H. Miller, Toys
Chicago, Illinois



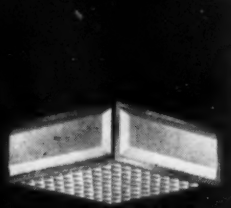
Steiner Electrical Supply Co.
Chicago, Illinois

the most significant *Lighting Development* in 20 years!

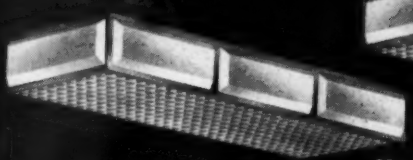
never before possible! custom-designed lighting installations at mass-production prices!

MODULE lighting is here . . . a truly revolutionary idea that heralds a dynamic new era in commercial lighting. Four low-cost "building blocks of light" easily fit together mechanically and electrically . . . end to side, end to center, end to end, or side to side. Now, you can economically fulfill specialized needs with an infinite variety of harmonious, functional lighting patterns that fit all architectural requirements. MODULE is truly superior lighting—providing an abundance of glare-free illumination with exceptionally low surface brightness. Ingeniously engineered plastic louvers and side panels provide scientifically correct shielding and eliminate unsightly dark spots.

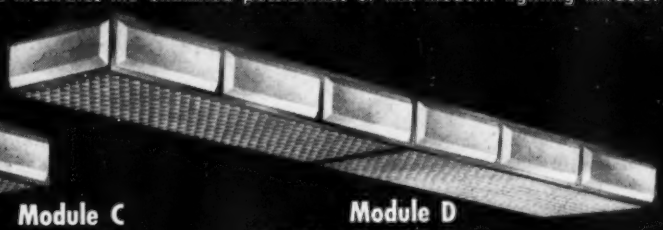
Write today for FREE 20-page MODULE booklet which fully explains and illustrates the unlimited possibilities of this modern lighting miracle.



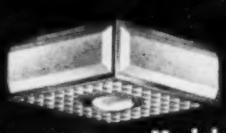
Module A
Four 14-watt T-12
15" type F lamps



Module C
Four 40-watt T-12
48" type F lamps



Module D
Four 75-watt T-12 425
milliamp Slimline lamps



Module B
One 32-watt 12" Circline lamp, and one Par Spot or Floodlamp

MITCHELL **module**
REG. U. S. PAT. OFFICE

MITCHELL MANUFACTURING CO.
2525 Clybourn Avenue, Chicago 14, Illinois
Please send full details on MITCHELL MODULE

Firm Name_____
Address_____
City_____ Zone____ State_____
Attention:_____

NEW *All plastic* Royalites

for added Christmas volume and profits

REPLACEMENT OR REFUND OF ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED

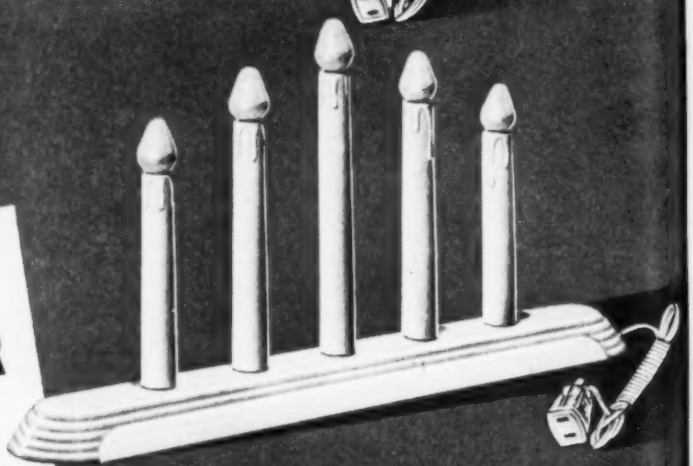
NEW DELUXE Royalite CANDLES

All plastic... A REVOLUTIONARY and MORE BEAUTIFUL RENDERING OF THE TRADITIONAL CHRISTMAS CANDLES

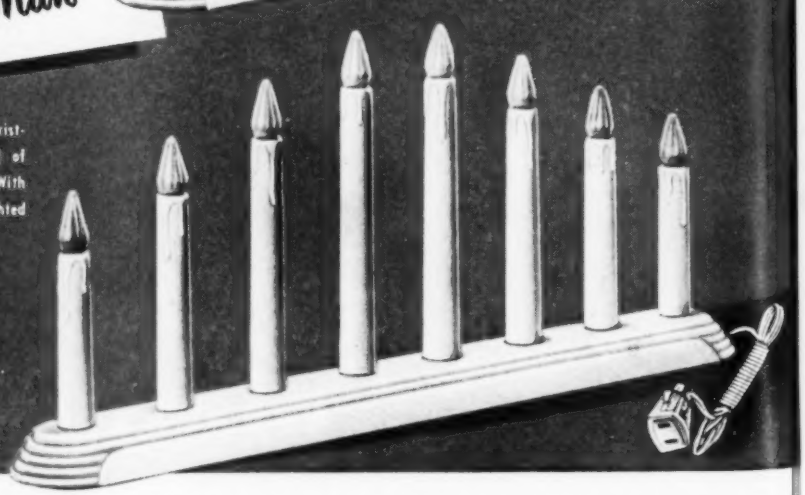
New BIGGER, BETTER *Santa*

One of the new Royal "Jolly Christmas Characters" . . . molded of lustrous plastic, 7¼" high. With Bubbling Lamp, or inside lighted with tree in hand.

New BIGGER, BETTER *Snow Man*



Another of Royal's "Jolly Christmas Characters" . . . molded of lustrous plastic, 7¼" high. With Bubbling Lamp, or inside lighted with tree in hand.

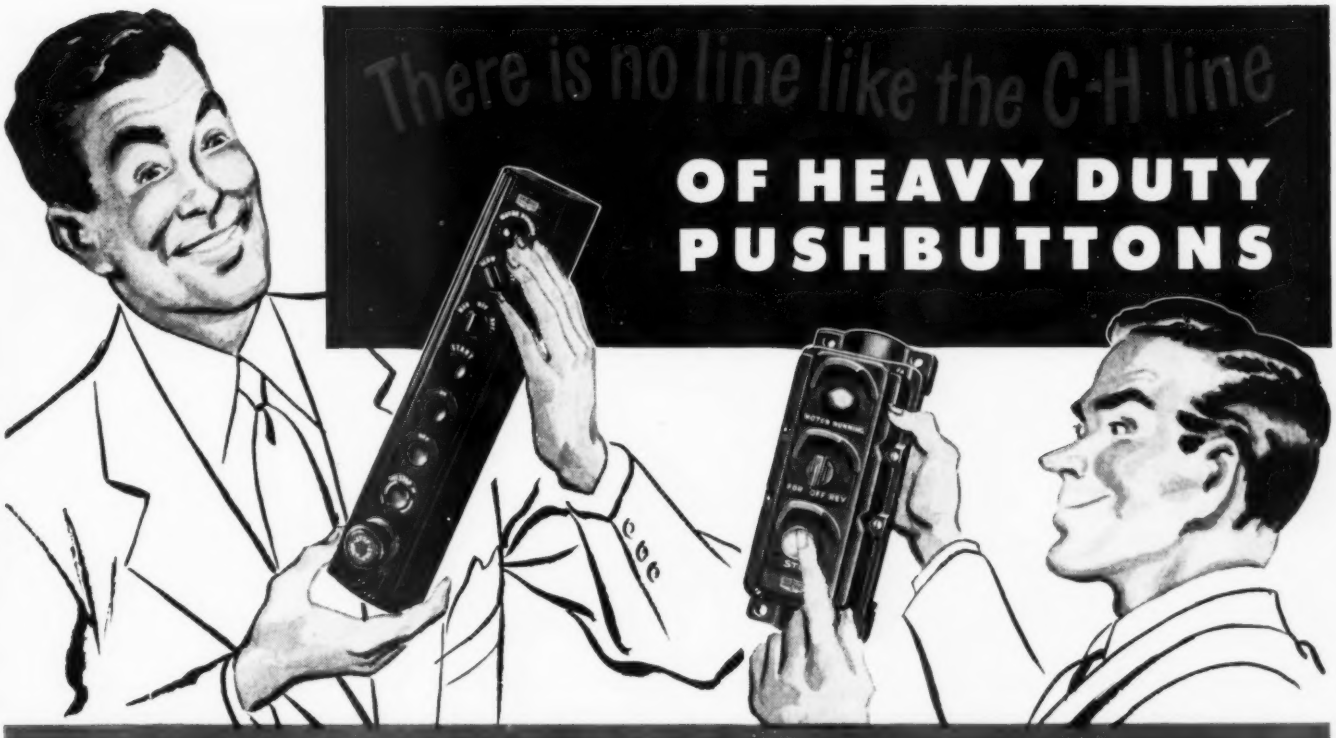


ORDER FROM YOUR WHOLESALER

ROYAL

ROYAL ELECTRIC COMPANY, Inc., PAWTUCKET, RHODE ISLAND

Write for catalog of the complete Royalite line of Decorative Christmas Lighting



EVERY TYPE OF OPERATOR

Plain Button Base Mounting | Plain Button One Hole Mounting | Maintained Contact Base Mounting | Latch Down Plain Button | Mushroom Head Base Mounting | Mushroom Head One Hole Mounting | Rotary Selector 2 or 3 Position | Maintained Contact One Hole Mounting | Oil Tight One Hole Mounting | Indicating Light One Hole Mounting | Latch Safe Base Mounting

EVERY TYPE OF STATION

General Purpose | Oil Tight | Flush Mounting | Water and Dust Tight | Oil immersed, Hazardous Class I and II

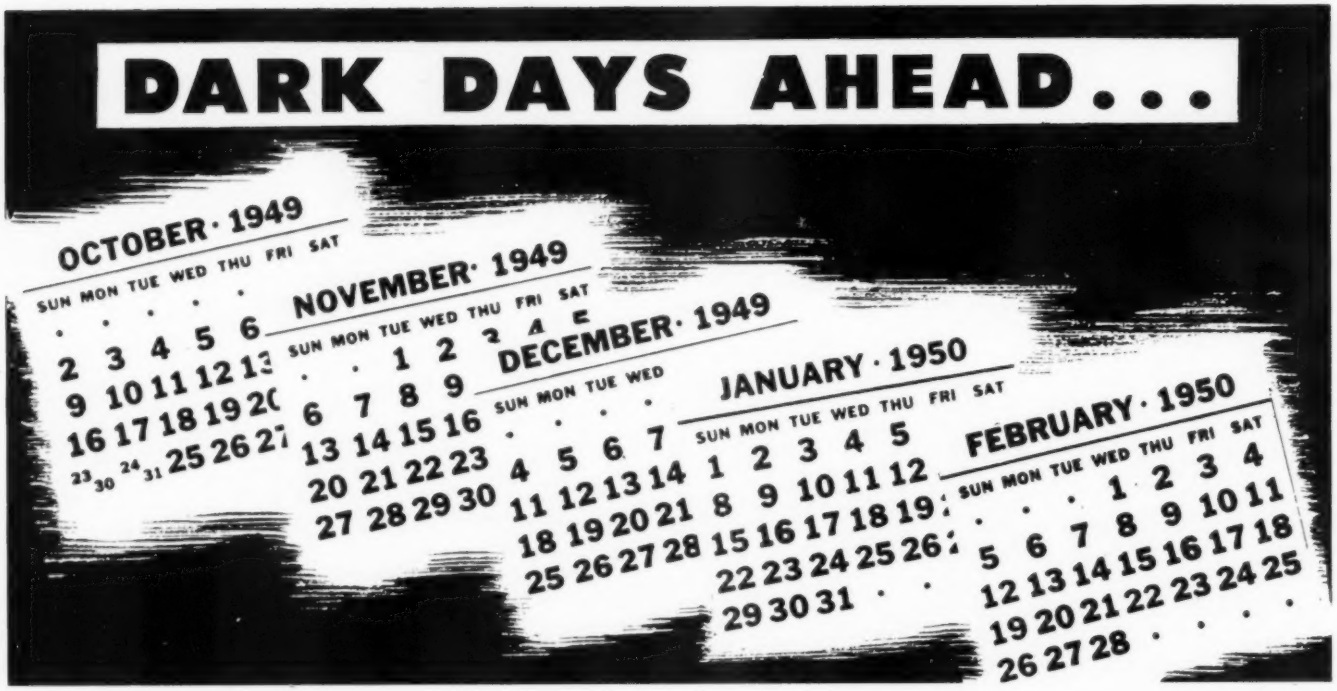
EVERY TYPE OF CIRCUIT COMBINATION . . . 32 IN ALL

The Cutler-Hammer line of heavy duty pushbuttons offers the widest selection, by far, of operators, elements, stations and circuit combinations. This line has the unique distinction of being designed and engineered from the very start for such broad coverage of needs . . . through the development of a fundamentally correct contact mechanism capable of being incorporated into diversified types of elements, an equally modern and extensive line of operators . . . and a maximum number of circuit combinations.

As a result, users have gained such advantages as: complete interchangeability, uniformity of design and performance, exceptionally long life, frequently the elimination of any need for additional relays, interlocks and the like, ease of installation through visible contacts which facilitate circuit identification and terminals which are unusually large and accessible, and attractive appearance. All basic elements have successfully undergone Underwriters' tests. Here is a line attractive to machine designers, machine buyers and maintenance men alike. CUTLER-HAMMER, Inc., 1327 St. Paul Avenue, Milwaukee 1, Wisconsin. *Associate:* Canadian Cutler-Hammer, Ltd., Toronto, Ontario.

CUTLER-HAMMER
MOTOR CONTROL
C-H

DARK DAYS AHEAD...



MEANS BUSINESS FOR...

BALLASTS

Every day the fluorescent lights will be switched on earlier in offices, stores and factories. There's going to be a good ballast replacement business especially in those fixtures originally equipped with underpowered, unbalanced watt output ballasts. And that situation provides you with an exceptional opportunity to prove to your customers that you distribute high quality products. By supplying Acme Electric ballasts for these fixture replacements, you provide a ballast that delivers its full rated watt output to each lamp. This means that lamps in turn are brighter, won't flicker, won't end blacken prematurely, last longer. In addition to better electrical performance, Acme Electric ballasts are free from magnetic hum, usually minimize the noise level of the fixture. Write for bulletin and data which will help you sell more Acme Electric ballasts.

AIR COOLED TRANSFORMERS

Now is the time to feature the economy of balancing power and lighting circuits with Acme Electric Air Cooled transformers. Unbalanced circuits keep maintenance men busy repairing breakdowns. The new Acme Air Cooled transformer catalog AC 178 includes wiring diagrams which show how to install transformers for balancing circuits, provide 3 wire from 2 wire circuits and many other helpful suggestions.

VOLTAGE ADJUSTORS

Here's a specialty that is a big seller. Manually operated to regulate the voltage to provide exactly the rated voltage necessary for good performance of every electrical appliance including lighting installations. Available in sizes from 150 to 5,000 watts with manually regulated secondary voltage ranges from 65 to 145 volts or 145 to 240 volts. Bulletin SD 151 sent on request.

ACME ELECTRIC CORPORATION

6711 WATER ST. **CUBA, N. Y.**

Acme ACME Electric
TRANSFORMERS

Acme Electric Manufactures Luminous Tube Transformers—Fluorescent Lamp Ballasts—Cold Cathode Lighting Transformers and Ballasts—Mercury Vapor Lighting Transformers—Radio and Television Transformers—Electronic Transformers—Door Bell, Chime and Signaling Transformers — Safety Transformers — Voltage Regulating Transformers — Step Down Transformers — Control Transformers — Warp-Stop Transformers — Air Cooled Power Transformers.

TRIED AND PROVEN*

...by actual installations in

★ Large Universities
★ Banks
★ Stores and Offices
★ Utilities
★ Schools
★ Hospitals

PRIZE WINNING SKYLOUVER

No. 1025—2 lt. 40 watt (1020 Basic Kit No. 25)
No. 1035—3 lt. 40 watt (1030 Basic Kit No. 35)
No. 1045—4 lt. 40 watt (1040 Basic Kit No. 5)

{Also available with bottom panels of *ribbed diffusing glass*—"Sky-Ray" Models No. 1026, No. 1036 and No. 1046.}

You don't experiment when you light with SKYLOUVER. It has demonstrated its superiority in:

★ *Performance* ★ *Appearance* ★ *Engineering*

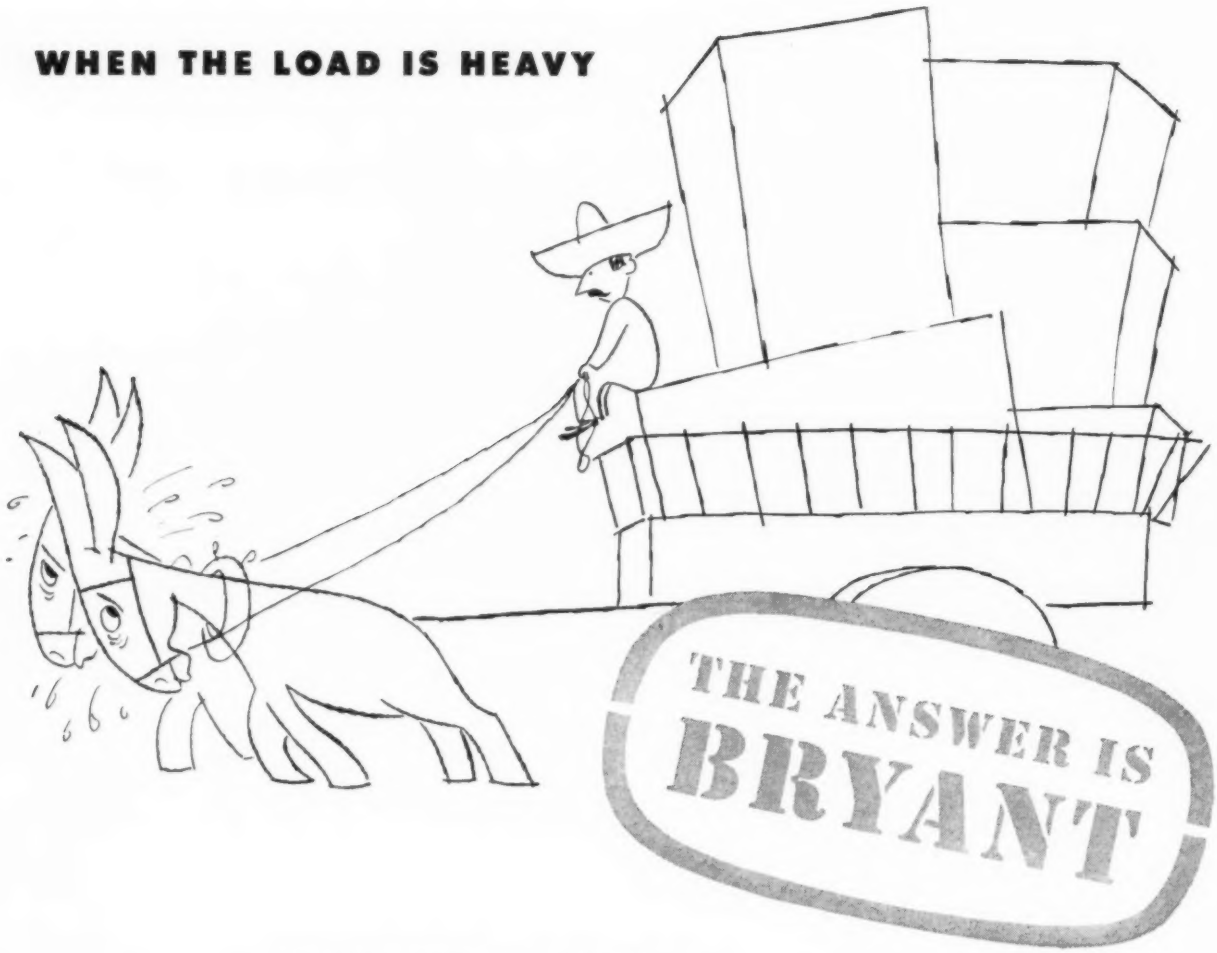
NOW AVAILABLE in 2 light 40 watt; 3 light 40 watt; and 4 light 40 watt; Surface or Pendant Mounting.

- **SKYLOUVER is a wafer-thin, extremely shallow type louvered luminaire.**
- **Revolutionary louver apertures, 1″ x 1½″, are molded of heat-resisting, non-warping, durable polystyrene, providing a cut-off of 45° crosswise and 30° lengthwise.**
- **Louver is held in a metal, basket-like, hinged frame that permits exceptionally low cost maintenance. Readily removable for quick, easy cleaning. Crescent shaped side panels are available in ribbed plastic or metal.**
- **All models are used for Individual or Continuous row installation without the addition of extra parts.**

** Technical information and photographs of installations available on request.*

ELECTRO MANUFACTURING CORPORATION
2000 West Fulton Street • Chicago 12, Illinois
Sold by leading electrical wholesalers everywhere

WHEN THE LOAD IS HEAVY



WITH BRYANT 5861 LINE OF 20 AMPERE FLUSH SWITCHES

These heavy duty switches are built for service in commercial, institutional and industrial installations where more severe loads are encountered.

Shallow cup, 1 13/32" deep, permits installation in conventional switch boxes.

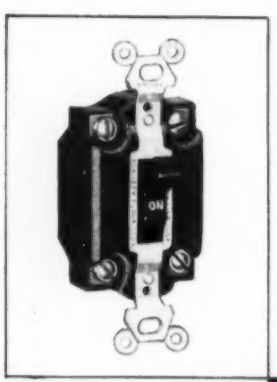
The mechanism is equipped with snuffers and is entirely enclosed in a rugged bakelite housing.

The washer type plaster ear yoke is insulated from the mechanism. Large, well-recessed binding screws permit easy wiring.

Available in single pole, double pole and three-way types with brown and ivory handles. Lock and momentary contact features can be furnished.

Meets all specifications.

Listed as standard by Underwriters' Laboratories, Inc.



J-99835

BRYANT
SUPERIOR WIRING DEVICES

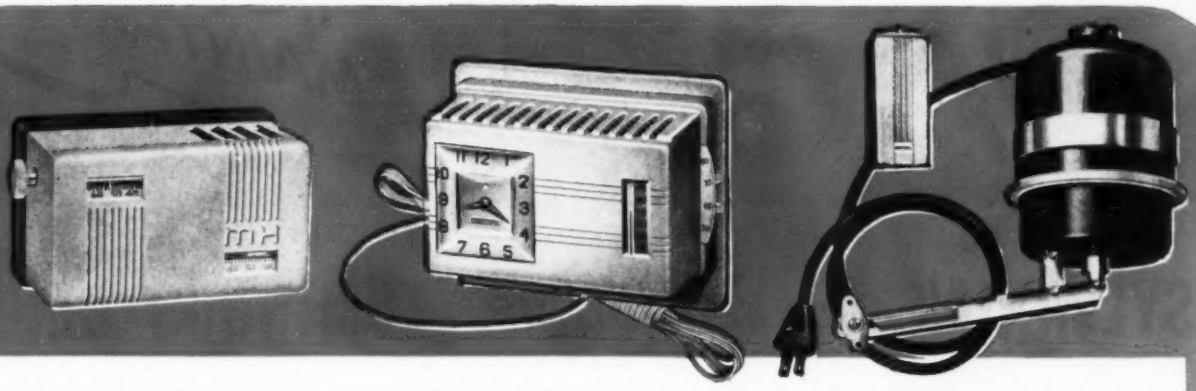
THE BRYANT ELECTRIC COMPANY

Bridgeport 2, Connecticut

CHICAGO • LOS ANGELES

SPECIFY BRYANT DEVICES FROM YOUR ELECTRICAL WHOLESALER

Your Dealers Want These Over-the-Counter Honeywell Products



Line Voltage Thermostat. The best line voltage thermostat on the market. Used for controlling motors on unit heaters, water circulators and other heating and cooling devices.

Electric Clock Thermostat. Honeywell's Plug-In Chronotherm provides automatic fuel saving nite shutdown; morning pickup. Any home owner can replace his present thermostat with Chronotherm in a few minutes.

New Heat Regulator Package. For hand-fired heating plants. Plug-In Model. Easily installed by home owner. New sensitive thermostat. Motor returns to off position if power fails.

Magnetic Starters. These rugged heavy-duty starters have the characteristic Honeywell quality and are built to provide years of maintenance-free operation.

Relays. Available for every type of switching action required on most all electrical applications. Pilot circuits may be low or line voltage. Rugged, simple construction.

HERE are a few over-the-counter Honeywell products that find ready sale in appliance and hardware stores throughout the country. Order a stock of this fast moving line today. Show your dealers how they can make quick, easy profits by capitalizing on the overwhelming public acceptance of the Honeywell name. For further information on these items, write Minneapolis-Honeywell, Minneapolis 8, Minn. In Canada: Leaside, Toronto 17, Ontario.

MINNEAPOLIS
Honeywell
CONTROL SYSTEMS

73 BRANCHES FROM COAST TO COAST WITH SUBSIDIARY COMPANIES IN: TORONTO • LONDON • STOCKHOLM • AMSTERDAM • BRUSSELS • ZURICH • MEXICO CITY

SYLVANIA'S "*Flexi-Module*" LUMINOUS CEILING

Features an exclusive "STAR" suspension system!

EASY AND INEXPENSIVE TO INSTALL Adjustable hangers for the louver units are easily attached to ceiling or concrete slab on 32″ centers. Sylvania's wide experience has resulted in design of special "star" suspension units (see inset) that permit quick louver adjustment from below. Straps of hanger assembly are adjusted to nearest inch. Final height adjustment is made by screwing up on threaded bolt. Requires *no* expensive subframe of channels or other devices to be leveled or installed!

FLEXIBLE The Sylvania system is simplicity itself—beautiful 32″ x 32″ aluminum louver units consisting of cells 3″ x 3″ *remain rigid* even when cut to fit around pillars or to fill in at the end of a row.

EASY TO MAINTAIN Less expensive to maintain than a plaster ceiling. Non-static aluminum is dust-free . . . and special plastic coating protects from fingerprints! Mirror effects (specularity) are eliminated.

SIMPLE, EFFICIENT FIXTURES Lighting fixtures used up behind "Flexi-Module" can be of the simplest, most efficient types. No costly addition for appearance reasons! Open gridwork allows air circulation, and lamps operate nearer maximum efficiency!

SAVINGS IN CONSTRUCTION COSTS All utilities can be out in the open—yet hidden behind "Flexi-Module". No expensive buried-in-concrete construction. All ducts and piping easily accessible. Hidden ceiling doesn't need painting. Utilities can be altered or repaired at any time with no ceiling-work expense.

MAIL COUPON FOR FULL DETAILS!

Sylvania Electric Products Inc.
Advertising Dept. L-6411
500 Fifth Ave., New York 18, N. Y.

Send full particulars on Sylvania "Flexi-Module" Louvered Ceiling.

NAME _____

ADDRESS _____ ZONE

CITY _____

STATE _____

SYLVANIA ELECTRIC

FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, SIGN TUBING; LIGHT BULBS; PHOTOLAMPS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES

sell RoBarn to the farm market

The original and superior Neoprene Non-Metallic Sheathed Cable . . . developed to meet the hazardous conditions of farm and general purpose wiring.

- **Resists flame, moisture, ammonia fumes, uric acid and physical abuse • It cannot rot, mold or oxidize.**
- **It is handy to use . . . strips quickly, easy to connect.**

RoBarn is a "hot" sales item right now because it answers so many needs on the farm and elsewhere. This is the first cable to be approved for wiring on farm buildings in one of the nation's leading rural areas.

RoBarn answers a long felt need for a wiring material that resists moisture, ammonia fumes, extreme temperature changes, humidity, acids, rot and oxidation. That's why it is in such demand today, not only from the farm market but for general purpose wiring where severe conditions exist.

This quality product is Underwriters' approved as Non-Metallic Sheathed Cable having "adequate fungus resistant and other necessary properties for use in cow barns and *other locations where it would be subject to conditions of heat, cold, moisture, corrosive fumes and fungus.*"

The National Electrical Code, Article 336, indicates many other general purpose uses for RoBarn. This is the cable you can sell now . . . and with confidence.

It Costs Less to Buy the Best . . .
Buy RoBarn

ROME CABLE
Corporation
ROME • NEW YORK
From Bar to Finished Wire

ROME CABLE ROME, N.Y.

Get your Free INDENTER

Cross Section Showing Indentations.

Here is your chance to get a free Briegel Indenter — the tool that saves more time installing thin wall tubing than anything else on the market. This Special Package Offer is made up of 400 1/2" Briegel Connectors and 200 1/2" Briegel Couplings — enough to wire three average six room houses — and One Original Briegel Indenter all for the price of the fittings alone.

The Briegel Method of installing thin wall is not only faster and less expensive but also neater in appearance and more permanent.

Cash in on this free offer while it lasts. Save time and save money on your original purchase and on the job with Briegel Fittings!

This offer available at all leading wholesalers.

All B-M Fittings Carry the Underwriters' Seal of Approval

This offer subject to withdrawal without notice

Insist on Briegel All-Steel Approved Couplings and Connectors. These are the Original Labor-Saving Indenter Type Fittings used by contractors for over 15 years.

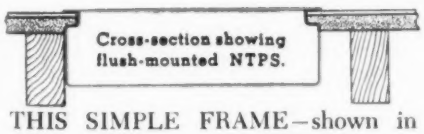
BRIEGEL METHOD TOOL CO.

GALVA • ILLINOIS

ANOTHER
NEW
FEDERAL NOARK
PRODUCT
Shipped from factory ready for surface mounting.
Remove frame for plastering space . . . ready for flush mounting.

FRAMED!-for double service

Every new Federal Noark NTPS Panelboard can be flush or surface mounted



THIS SIMPLE FRAME—shown in red—makes every Noark NTPS Panelboard enclosure a "combination enclosure" for either flush or surface mounting. It enables you to carry a much smaller stock of NTPS Panelboards, yet fill all orders.

Here's how it works. The new Noark NTPS comes to you with the frame positioned in the walls of the enclosure directly behind the cover . . . and the enclosure is ready for *surface* mounting. For *flush* mounting, lift off and discard the frame—no tools needed—and thus provide ample space for plastering.

The new Federal Noark Panelboard line has been expanded and is available in 4, 8, 12, 16, and 20 circuits. Besides the unique and profitable "double enclosure" feature, the new NTPS is America's largest-selling low-price toggle switch panelboard . . . and the smartest in appearance.

Save shelf room, reduce your inventory and boost sales with the brand new Federal Noark NTPS Panelboards. Federal Electric Products Company, 50 Paris Street, Newark 5, N. J.

FEDERAL NOARK

FEDERAL NOARK NTPS PANELBOARD

Complete line of Federal Electric Products includes Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct ★ Sales offices in principal cities.

"so you think ACCOUNTING COSTS can't be cut . . .

Here's How We SIMPLIFIED Accounts Receivable— and Chopped Costs in Half!

"MOUNTING OFFICE COSTS were particularly evident in our Accounts Receivable Department. We were adding clerks out of proportion to our increase in accounts. End-of-month peak loads meant constant payment of costly overtime. It was time for action!

"PROCESS-FLOW CHART submitted by Remington Rand Systems Specialists proved conclusively that needless steps could be eliminated by SUIAP — the revolutionary Simplified Unit Invoice Accounting Plan. Our auditors approved it wholeheartedly.

"NO POSTED LEDGER . . . NO ACCOUNTING MACHINES. We enter charges by filing invoices in individual visible account pockets — remove and stamp them "paid" as checks come in. Clerks handle twice as many accounts. even do routine credit authorizing safely!

"OUR CREDIT MANAGER IS FREED of detail, can devote himself to closer follow-up on delinquencies . . . which are signaled visibly for prompt attention. Remington Rand installed the new system without getting in our way — then even trained our clerks to use it."

SEND FOR THIS FREE BROCHURE

"Kolect-A-Matic Simplified Unit Invoice Accounting Plan"

Here's a detailed description of the famous SUIAP System. Also available on request at your Remington Rand office: authoritative studies of Simplified *Installment* Accounting Systems. Call there today, or write on your business letterhead to Systems—Photo Records, Management Controls Division, Room 1184, 315 Fourth Avenue, New York 10, N. Y.

Remington Rand

THE FIRST NAME IN BUSINESS SYSTEMS

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Approved by UNDERWRITERS LABORATORIES

YES, the PENN-UNION Connector TAKES THEM ALL-

LARGER SURFACES for the WRENCHES ~ a good-sized HEX Top and Bottom

The men who use connectors appreciate the *better design* of the Penn-Union - - especially when they have to make a splice in close quarters, or any unhandy location.

Better Design is a feature of the entire Penn-Union line, which includes Tees and Taps, Straight Connectors, Terminals, Grounding Clamps, and many more fittings . . . every one thoroughly dependable, mechanically and electrically. *Preferred by leading users,* who have found that "Penn-Union" on a fitting is their best guarantee of unfailing service.

Far More in use than any other

Sold by Leading Wholesalers

PENN-UNION ELECTRIC CORPORATION, Erie, Pa.

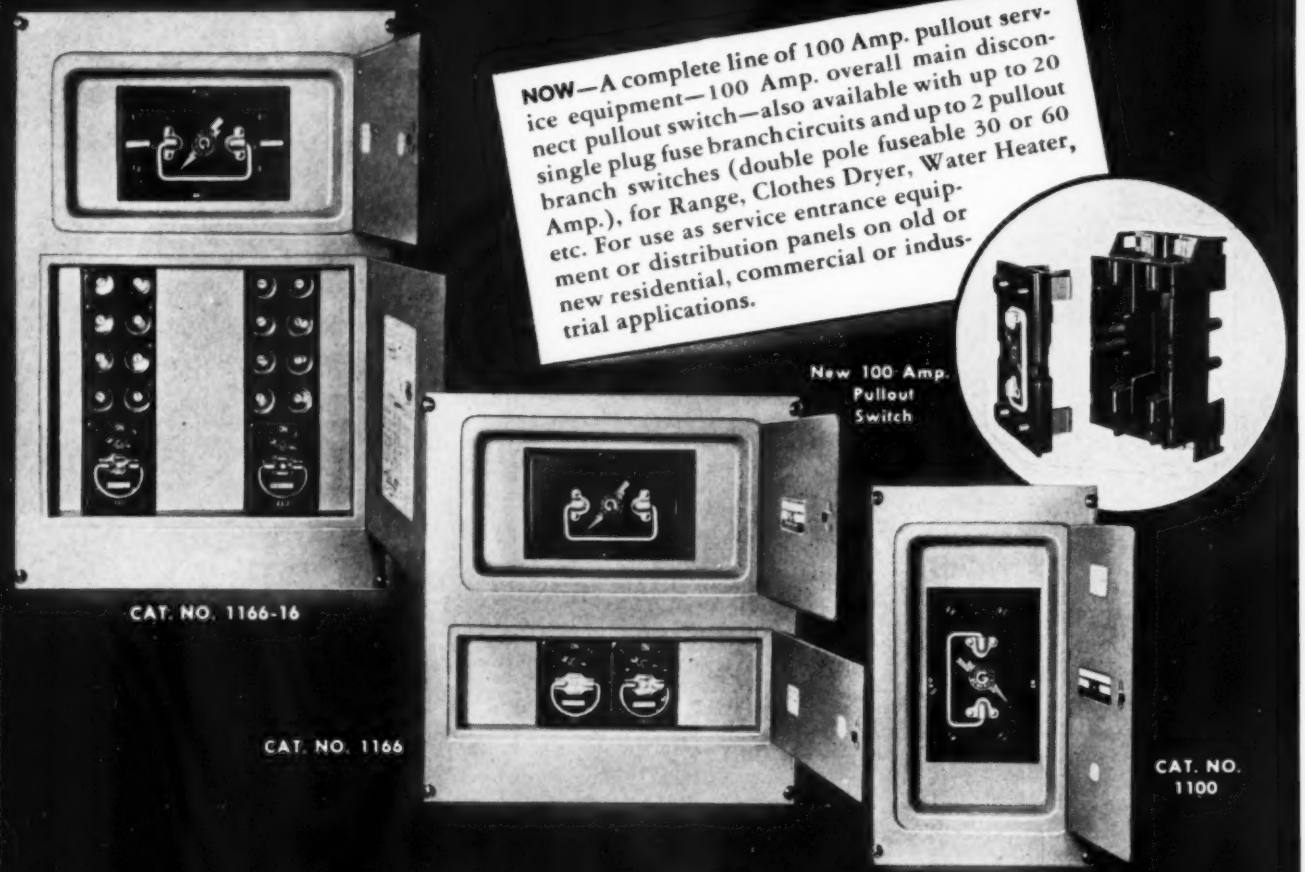
Canada: Dominion Cutout Company, Ltd., 250 Richmond St. West, Toronto

The Complete Line of Conductor Fittings

PENN-UNION

The latest reason why the Switch is to General

NOW—A complete line of 100 Amp. pullout service equipment—100 Amp. overall main disconnect pullout switch—also available with up to 20 single plug fuse branch circuits and up to 2 pullout branch switches (double pole fuseable 30 or 60 Amp.), for Range, Clothes Dryer, Water Heater, etc. For use as service entrance equipment or distribution panels on old or new residential, commercial or industrial applications.



Service Equipment with 100 Amp. Main Disconnect

GENERAL'S new 100 Amp. pullout service equipment is modern in design, appearance and performance at the latest result of General's long range product development program. Examine the construction features of this new equipment at your earliest opportunity. Available everywhere exclusively through wholesalers.

General Switch Corp.

49 Roebling Street **Brooklyn 11, N. Y.**

SALES OFFICES IN EVERY MAJOR CITY

Have you seen . . .

. . . the new light gray baked enamel finish on all items in the General line?

•

. . . the way General packages most items in individual cartons?

•

. . . the new designs with more knockouts and knuckle room?

The New catalog supplement 4911 completely describing the 100 and 200 Amp. lines?

The latest General Switch Catalog 4809 with price list supplement 4905?

Ask your wholesaler or write today!

THE *ACCURATE TAPE* LINE figures *BIG* in your profit picture!

A CONSISTENT, YEAR ROUND WINNER!
Tape is a year-round, consistently good seller you can't afford to neglect. And when you feature ACCURATE tapes you're offering quality made merchandise. Available in friction and rubber splicing compound in several packaging arrangements that contractors and electricians prefer.

Get an *ACCURATE* line on EXTRA SALES AND PROFITS NOW!

Selling ACCURATE tapes is the correct approach to the tape business. Electricians and contractors know they can rely on ACCURATE for non-raveling qualities, clean tear-off and guaranteed footage in every roll. Friction or rubber, all ACCURATE tapes more than exceed ASTM Standards. When you sell ACCURATE tapes, you capitalize on a name that has meant high quality merchandise for over a quarter century.

Make your next tape order ACCURATE. Call or write for the name of the ACCURATE sales representative in your territory.

25 YEARS MAKING TAPES EXCLUSIVELY

ACCURATE MFG. COMPANY

GARFIELD • NEW JERSEY

HANDY TO HAVE — THE NEW ILLUSTRATED ACCURATE CATALOG . . . The complete guide to electrical tape that wholesalers and customers will find convenient to use. Full data and specifications on all grades of tape. Ask for your copy, now!

THE HANDY 10-ROLL PROTECTIVE CONTAINER . .

Keeps tape clean and fresh on the job. It's a good idea to have a few always on hand in your field stockroom, ready for use when you need it.

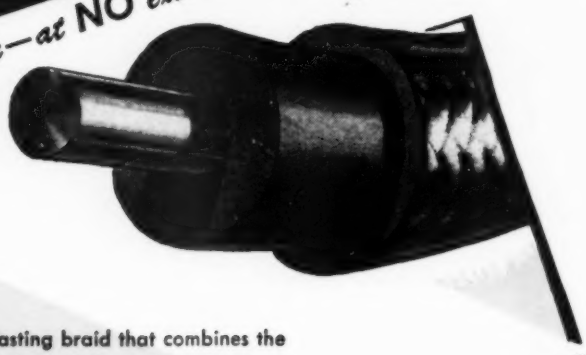
At last

BUILDING WIRE THAT LASTS LONGER, PULLS EASIER, SAVES MONEY

...Thanks to TRIANGLE'S new braid of GLAZON

TRADE MARK

For EXTRA value—at NO extra cost—Insist on "GLAZON"



What "GLAZON" is:

"Glazon" is a tougher, more flexible, longer-lasting braid that combines the desirable properties of an inorganic substance derived from glass with those of special saturants to achieve a new high in safety and durability under the most adverse conditions. This new protective covering gives:

LONGER LIFE. Conductors and insulation are doubly protected by a stronger, tougher, more impervious and more durable covering than heretofore possible.

SMALLER DIAMETER. Braid, although stronger, is considerably thinner. Strands lie flatter, clasp insulation tighter, absorb less saturant—reducing diameter.

GREATER FLEXIBILITY. Less bulk and greater elasticity of the braid increase flexibility.

SMOOTHER SURFACE. Uniformity of fiber and tighter lays eliminate the uneven surface common to many braided coverings.

GREATER RESISTANCE to the destructive elements of man and nature: water, heat, oil, acid, corrosive fumes, fungus, rodents, sunlight, freezing, rotting.

IMPROVED FISHABILITY. "Glazon" covered wire can be snaked through longer conduits, around sharper bends, *easier, quicker,* than any other type.

EVEN SURFACE, free from bumps and ridges, slides easier.

SMALLER DIAMETER saves space, makes it twice as easy to snake in "that last one."

SMOOTH FINISH prevents sticking, reduces friction on long runs and around sharp bends.

TOUGH COVERING resists impact and abrasion.

GREATER FLEXIBILITY saves time in wiring every junction box, switch box, outlet box.

Costs No More—Yet Saves At Every Step of the Wiring Job

Available in sizes from No. 14 through No. 6 AWG with- solid or stranded conductor.

Types R, RH, RW.

If It's "GLAZON" It's Made by TRIANGLE . . .
If It's Made by TRIANGLE It MUST Be Right!

For full information, contact your nearest Triangle distributor or representative, or write

ARTERIES FOR ELECTRICAL SYSTEMS — INCORPORATED

IT MUST BE RIGHT !

TRIANGLE CONDUIT & CABLE CO., INC.

1902 Jersey Avenue, New Brunswick, N. J.

BUILDING WIRE • BARE WIRE • ARMORED CABLE • "GLAZON" TRIEX NON-METALLIC SHEATHED CABLE • SERVICE ENTRANCE, SERVICE DROP, VARNISHED CAMBRIC BRAIDED OR LEADED, TRIOPRENE TRENCH, POWER AND PARKWAY CABLES RIGID CONDUIT • ELECTRIC METALLIC THIN WALL CONDUIT • FLEXIBLE STEEL CONDUIT

BLACKBURN
Hi-Strength
TERMINAL LUGS

YOUR BEST BUY-
5 REASONS WHY!

1. Highest quality in the lowest price range.
2. Good profit margin.
3. Few sizes to stock—6 lugs cover a wire range from No. 14 to 1000 MCM.
4. Outstanding sales features—easier to sell.
5. Backed by national advertising and promotion.

Jasper Blackburn Products Corp.

Builders of Quality Products for 15 Years

FIRST, MADISON AND CLINTON STS. • ST. LOUIS 6, MO.

Phone CEntral 3007

Mail Coupon for Sample and Full Details

Send me sample and further information on BLACKBURN Hi-Strength Terminal Lugs:

*Wire Size*_____

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*Company*_____

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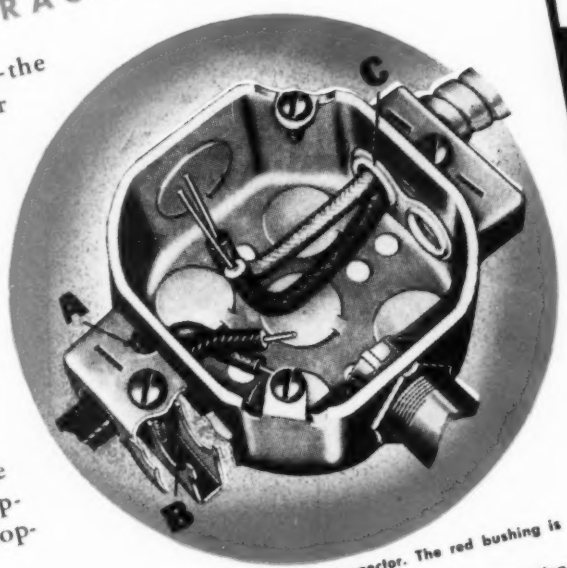
Mail to Jasper Blackburn Products Corp. • 35 Madison St. • St. Louis 6, Mo.

The Spotlight's on Jay-Kay*

THE ALL-PURPOSE CABLE BOX—NEWEST IN THE COMPLETE RACO LINE!

Here's the all-purpose cable box—the RACO "Jay-Kay." Use it with BX or with Flex, or with Pipe and BX or Flex. Unique knockout design allows it to handle either BX or Flex quickly and easily. External clamps leave more room for stuffing wires—nothing has been overlooked in making this box the best bet for faster installation . . . saving labor.

The "Jay-Kay" Box is available NOW—for immediate shipment. It's the very latest development in cable boxes . . .



A Peepholes for the inspector. The red bushing is readily visible.

B The New "Jay-Kay" has double clamping action. The three pressure points on each cable really hold.

C The elongated knockout has two bushed holes for BX. The knockout is easily removed to provide a clear opening for Flex.

ORDER A STOCK OF "JAY-KAY" BOXES TODAY

"Jay-Kay" Boxes also furnished on Bar Hangers:

HD Deep Offset

HS Shallow Offset

HSS ¾" Offset

*Registered Trade Mark

RACO

ALL-STEEL PRODUCTS

ALL-STEEL EQUIPMENT Inc.—800 Kensington Ave., Aurora, Illinois

"A BOX FOR EVERY NEED"

ELECTRICAL WHOLESALING News

Exclusive-Dealing Contracts Hit Hard by Anti-Trusters

The FTC Is Looking Hungrily at All Manufacturer-Distributor-Dealer Contracts Since the Supreme Court Told One Large Company: You Can't Force Distributors to Buy Only Your Products

WASHINGTON — Exclusive dealing contracts are under heavy fire from both the Federal Trade Commission and the Department of Justice. Ever since the Standard Oil of California decision was handed down by the Supreme Court a few months ago, the anti-trusters have drawn a bead on contracts covering a wide range of products.

Mostly these have been consumer products. But now the attack is spreading across the board to hit industrial products, too. Latest example: A cease-and-desist order against C. Lee Cook Manufacturing Co., Louisville, Ky., for selling its metallic compressor packings on the condition that purchasers not use any packings or repair parts of competitors. The company specializes in parts and supplies for compressors used in the oil industry and by transmission gas pipe lines.

Another recent case: Against Harley-Davidson Motor Co., manufacturers of motorcycles, parts and accessories. Harley-Davidson, says FTC, has contracts with its 700 retail dealers which ban their handling any competitive lines of equipment or supplies. FTC cites the following paragraph from Harley-Davidson's dealer contract:

"The dealer agrees not to sell substitute component parts, accessories or oil for Harley-Davidson motorcycles, sidecars, service-cars, package trucks, and chassis."

FTC also charged that the company, both orally and by written contract, has required its dealers to clear their stocks of items produced by competitors.

Besides these, FTC has fired similar charges at:

AC Spark Plug Co., Flint, Mich., for having "an announced policy" of not selling its plugs, oil filter cartridges or oil filters to dealers who buy from competitors—even though the company discontinued an exclusive-dealing provision in its dealer contracts back in 1939.

Champion Spark Plug Co., Toledo, Ohio, for offering "a special low price" to dealers who agree to buy only from Champion.

National Pressure Cooker Co., Eau Claire, Wis., for binding up its wholesalers with contracts that forbid the wholesaler handling any other pressure cooker.

Gamble-Skogmo, Inc., of Minneapolis, Midwest hard-goods chain, for threatening to cut off any "authorized dealer" store that was found buying merchandise from outside sources.

Dictograph Products, Inc., New York City, for enforcing exclusive-dealing contracts on hearing aids between its distributors and retailers, as well as between the company and the distributors.

The Department of Justice is also getting in on the act. It has exclusive dealing charges in a number of cases that are now pending or before the courts.

In the Yellow Cab Co. case which is to be argued before the Supreme Court this month, the Department will seek a final answer on its charges that Yellow Cab and five other companies used their con-

PREPARING for bigger lamp and lighting sales—This group of wholesaler salesmen were on hand for the General Electric Lamp Department's lamp and lighting clinic recently held at Nela Park. Left to right—Top Row: E. M. Holtsinger, General Electric Co.; W. E. Dollar, Dollar Electric Co.; K. G. Wiles, Kingsport Electric Co.; W. E. Ament, Doubleday-Hill Electric Co.; W. M. Pearson, M. J. Sullivan, C. W. Duck, P. J. Kline, all of Graybar Electric Co.; R. A. Mattea, Englewood Electrical Supply Co.; (Middle Row) H. B. Wiles, Kingsport Electric Co.; J. R. Carrier, Tennessee Electric Co.; J. F. Heaton and N. W. Heakin, Doubleday-Hill Electric Co.; L. P. Carmody, Graybar Electric Co.; W. H. Fornof, Doubleday-Hill Electric Co.; J. R. Hums, Englewood Electrical Supply Co.; T. R. Huston and E. Menns, Crescent Electric Co.; S. J. Verrazzani, Dauphin Electrical Supplies Co.; (Bottom Row) R. A. Doncyson, Elliott Electric Co.; Ray Toska, Graybar Electric Co.; H. R. Dukes, South Bend Electric Co.; W. T. Fitzgerald, W. H. Winters, E. M. Martin, J. J. Driscoll, all of Hawkins Electric Co.; W. L. Swartz, Graybar Electric Co.; A. W. Martin, American Electric Co.

1 SIMPLE DESIGN with 9 IMPORTANT ADVANTAGES meets 10 CABLE REQUIREMENTS

HAZARD'S VERSATILE HAZASHEATH

CABLE DESIGN

a Hazaloy-coated conductors prevent corrosion.

b Hazard Watertite Submarine Insulation is a rich, rubber compound, formulated especially by Hazard to assure superior service in moist locations. Strong, resilient and moisture-resistant, it has proved its durability and dependability for over 20 years under the toughest operating conditions.

c Hazaprene Sheath is applied in a single layer and uniformly vulcanized to provide a tough, resilient, long-lived protective covering. Made with neoprene, Hazaprene successfully withstands sunlight, weather, moisture, acids, chemicals, etc.

ADVANTAGES

1 No ducts required when buried
2 Light in weight
3 Flexible
4 Economical
5 Wear-resistant
6 Flame-resistant
7 Easy to install
8 Simple to splice and terminate
9 No magnetic sheath losses

APPLICATIONS

1 Series street lighting
2 Airport lighting
3 Industrial power lines
4 Underground distribution
5 Building entrances
6 Rural wiring
7 Highway lighting
8 Municipal signal wiring
9 Bridge wiring
10 Athletic field lighting

Whether buried direct, run in ducts, or strung overhead, Hazasheath has all the necessary protection built in so that safe, trouble-free, long-lived circuits are assured. For all the facts about this outstanding Hazard cable, write Hazard Insulated Wire Works, Division of The Okonite Company, Wilkes-Barre, Pa.

HAZARD

7477

insulated wires and cables for every electrical use

trol of taxicab companies in four cities to compel them to buy all their cabs from the cab-manufacturing defendant.

J. I. Case Co., Deere & Co., and International Harvester Co., farm machinery manufacturers, are charged with tying up their dealers with exclusive contracts.

Railway Express Agency, Inc., is charged with entering into contracts with the railroads which give the company exclusive rights to all the rail express business, and blanket out any competition from other express companies.

In another railroad case, the Department seeks to wash out the so-called "traffic clauses" that Northern Pacific Railway Co. made a part of the sale or lease for the roughly 40-million acres along its right of way which it got as a grant from the Federal government years ago. The clauses bind the lessee or land purchaser to ship in and ship out goods only over Northern Pacific lines. Commodities affected: Lumber, pulp, paper, coal, oil, livestock, metals and a wide variety of manufactured products.

Lawyers Given a Boost

The decision in the Standard Oil of California case gave the government lawyers a shot-in-the-arm. In that case, the complaint grew out of Standard's line of tires, batteries and accessories. The court ruled that a "substantial" segment of commerce was affected even though these standard outlets handled less than 7 per cent of the gasoline sold in the western states.

But long before this decision, the scrap over exclusive dealing see-sawed back and forth in the courts for years. Before the Clayton Act was passed in 1914, the Supreme Court had held that exclusive dealing was not a violation of the Sherman Act. And since the Clayton Act's specific ban on the practice, the government prosecutors have probably lost as many as they've won.

Tie-in clauses, of course, have taken the count more often. The Supreme Court lately has ruled out contracts which bind the purchaser of industrial machinery to use only supplies bought from the machinery seller.

Cooperative Sales Efforts Topic At I. A. E. L. Meeting

Delegates attending the 14th annual convention of electrical leagues are told how cooperation among the various branches can increase sales of all electrical products

CLEVELAND — Cooperative market promotion activities were studied and discussed by a large group of electrical league managers and representatives of the various branches of the electrical industry at the 14th annual conference of the International Association of Electrical Leagues held here recently.

A number of leading executives in the electrical industry were on hand to address the convention on the cooperative efforts of the various branches in promoting the sale of electrical products.

H. H. Brenan, manager, residential sales department, Pennsylvania Power & Light Co., pointed out that only 3 to 4 percent of the total budget for a new home is devoted to wiring and fixtures, while other suppliers of building materials are taking a much larger share. "It means," Mr. Brenan warned, "that plumbers, heating contractors and tile setters are better salesmen than you and I. Better salesmen in fact than the entire membership of the electrical industry . . . and that includes manufacturers, wholesalers, retailers, contractors, electrical leagues and electric service companies.

"The need of American families for modern lighting presents a real challenge to us," Mr. Brenan continued. "It offers those of us in the lighting business a definite opportunity to help these folks to see the light with light to see.

"The lighting industry is proud of its reputation for basing its contributions to human welfare on sound, scientific research which establishes undisputable facts. Down through the years, the electric companies of America have been looked upon as leaders in pioneering lighting and the many appliances and equipment which have brought better living—electrically to millions of families.

"The sales appeals by which to carry the story to retailers and the public are unbeatable. There is the vital matter of eyesight and health protection. There is no more important responsibility or opportunity than dramatically spreading the gospel of the importance of good eyesight to human well-being. There are splendid accounts as to how homes may be made prettier and more attractive. The lighting industry knows how much happier, healthier and better informed people will be when they have good lighting with which to read and study. But that doesn't do much good until it is told and shown and sold," Mr. Brenan concluded.

Discussing sales and service problems and operations of salesmen in the rural market, J. R. Cobb, manager, Farm Market Sales, Frigidaire Division, General Motors, Corp., outlined four points necessary for organizations selling the farm market. 1. The organi-

(*Continued on page 82*)

CONGRATULATIONS are extended to A. H. Kessler (left), newly-elected president of the International Association of Electrical Leagues, by J. Clark Chamberlain, who presided over that organization last year. Mr. Kessler is secretary of North Central Electrical Industries, of Minneapolis.

Any way you look at it, a poor wiring system cuts lighting efficiency . . . causes headaches for plant electricians and maintenance men as well as for production workers.

Improving plant lighting and reducing maintenance costs are important functions of General Electric wiring materials. Exciting new products and a full line of old standbys make General Electric the right choice for every wiring requirement.

1. **NEW G-E REMOTE CONTROL** wiring puts switches for various lights in many convenient locations. Master panel can be located at production head's desk. Banks of switches can also be located at convenient points in the shop for local control. This flexible, new wiring system also permits control of any or all lights from distant locations, such as other offices or a master-control point. The G-E remote control wiring system makes multi-point switching economical and easy to put in.

2. **G-E REMOTE CONTROL WIRE**—lightweight, with two or three conductors—was specially designed for remote control wiring. This trim-looking wire can be installed either concealed or exposed—makes a neat installation when it's run along wall surfaces. It permits remote control switches to be placed practically anywhere. The use of a low-voltage relay makes this small-size wire practical.

3. **AVA POWER CABLE** is a natural for bringing in power to a high-level lighting installation like this. And, when you think of power cables, think of General Electric Deltabeston* cables. They'll save you maintenance grief, because they're built to beat ambient and operating heat. They can help you save space, too, because they are designed to carry more current than ordinary cables of the same size.

*Trade-mark Reg. U.S. Pat. Off.

4. **TYPE TW WIRE** is recommended for installation in raceways. Smooth-finished G-E Type TW can be cut and stripped with little effort—pulls through conduit easily when wiring changes are necessary. Small diameter and long life are features of this G-E thermoplastic wire—use it to help your wiring system stay modern.

5. **CONDUIT,** of course, should be General Electric "White"—the rigid conduit that's *hot-dip* galvanized for extra protection. High-grade steel—galvanized inside and out, and lacquer-coated—gives you maximum wiring protection with a minimum of maintenance. Remember to specify "G-E White."

Your distributor of General Electric construction materials can supply you with any of these materials, or with any of thousands of other items from the General Electric line. For more information, contact him, or write to Section K18-1126, Construction Materials Department, General Electric Company, Bridgeport 2, Connecticut.

GENERAL ELECTRIC

TIMES and TRENDS

Holiday Lighting Is Big Business

Tree sets started it all and tree sets alone are big business today. So big in fact that the manufacturers who make the lamp bulbs for them are just beginning to be able to supply the demand for new sets and replacements, after literally complete war-time suspension of production.

Those first tree sets, operated by dry cells demonstrated that the beautiful sparkle of colored electric bulbs plus the practically complete elimination of the fire hazard through their use made a combination that was hard to beat. Through the years the demand for them has grown by leaps and bounds and today real candles on Christmas trees are a thing of the past.

But also tree sets are today the inevitable first step in holiday lighting that leads to big expenditures for electrical equipment. In every city and town there are home owners who spend much money, time and effort to give their home a festive appearance.

Store owners have substantial sums set aside in their budget for the annual holiday lighting display that they figure will bring more customers into their store. Communities, clubs and institutions build up a Christmas lighting fund that will buy fancy holiday lighting displays. Merchants on given shopping streets will pool together and give the whole street a joyous brilliance by intricate holiday lighting displays.

Yes, nationally holiday lighting is big business and locally it's just what the ingenuity and salesmanship of the wide-awake salesman will make it.

★

Construction Ahead

From Director Dexter M. Keezer of the McGraw-Hill economics department comes an estimate of the outlook for new construction in 1950, that says "next year should do about as well as 1949" and 1949 will be establishing new construction records all around, unless the current strikes continue long enough to blight all business.

Specifically and if the strikes are not prolonged, new construction in 1949 will have a total value of about $19.5 billion. With prices somewhat lower but physical volume higher, the total for 1950 should be around $19 billion.

Heavy engineered construction alone is expected to account for $8 billion of the 1949 total. Currently *Engineering News-Record's* index of new construction awards is running 20 percent ahead of last year (1948) and most of the money involved in those current awards will of course be spent in 1950.

Home building also is heading for some new records in number of units. September alone broke all previous records with about 100,000 units started and it looks as if 1949 will set a new all-time record with 950,000 units started.

For 1950 public housing projects alone are expected to account for 80,000 units started. Congress is likely to ease credit terms for homebuyers. Experts estimate that there will be about 1,600,000 marriages in 1950 and after allowing for deaths, divorces and migrations the year will still see a new gain of 1,100,000 new families started. That means that with 950,000 new units started in 1949 there will be in 1950 still approximately 150,000 families added to the millions who wanted homes at the beginning of 1949.

Then there is the factor of increasing population. With the 1940 census showing 131,669,000 population the U. S. Bureau of the Census estimates the country's population as of September 1, 1949 at 149,696,000. This means an increase of about 18,000,000 people in 9 years of which 5 years saw practically no residential building other than war-time emergency housing projects, all of which helped of course to accentuate the housing shortage.

As another angle on the continuing strength of the housing market: The Federal Reserve Board Survey of Consumer Finances taken in early 1949 found that some 7,000,000 then existing families wanted to buy or build their own places in the five years 1949-1953.

Adding it all up, even with record breaking home building the supply is not gaining on demand but loosing ground, thanks chiefly to steadily increasing

SPEED OF INSTALLATION is one of the important advantages of Densheath thermoplastic-insulated Type TW building wire.

Special, super-slick Densheath finish is designed to slip through conduit quickly and with the least possible effort.

Fast, clean stripping (yet high resistance to cutting and abrasion) takes less time on the job.

Light weight makes light work. Small diameter means more copper per conduit—points that save *hours* and *dollars*.

Densheath is quick to sell, too, because of its long-aging quality . . . high tensile strength . . . resistance to fire, common acids, alkalies, oils . . . low moisture absorption.

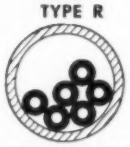
We will be glad to tell you more about Densheath, or to supply your needs—with the greatest of speed. Anaconda Wire & Cable Company, 25 Broadway, New York 4, N. Y.

*Reg. U. S. Pat. Off.

THE DENSHEATH ADVANTAGE IN REWIRING WORK

TYPE R

3 #10 Wires permitted in ½" conduit



TYPE TW (ANACONDA DENSHEATH)

6 #10 Wires permitted in ½" conduit

National Electrical Code recognizes Densheath for circuits to 600 volts, temperatures to 140° F., and for wet and oily locations.

ANACONDA
from mine to consumer

Densheath*

THERMOPLASTIC TYPE TW BUILDING WIRE

49427

population, the high rate of national employment and income, and the ever-present and ever-lasting activities of Dan Cupid.

★

G. I. Insurance Money

Beginning with January 1950 the government will be sending out checks to the tune of 2.8 billion dollars, representing insurance refunds to G.I.'s throughout the country.

As a tip-off on how the veterans will probably spend that money, here are the results of a study made by the Federal Reserve Board six months after the veterans got 2 billion dollars in terminal leave bonds.

Twenty-eight percent bought clothes, food, other non-durables, 11 percent paid for emergencies and illness, 9 percent paid up back bills, 6 percent put the money in the bank, homes, repairs, taxes and luxuries were mentioned and 23 percent bought automobiles, appliances, furniture and other durables.

If the G.I.'s will follow that same pattern in 1950, it means that along with automobiles and furniture dealers, electrical dealers will have a crack at 23 percent of $2.8 billion or, in round figures $650,000,000, with the best salesmanship getting the biggest slice of that huge pie.

The smart salesman will use this tip-off as a starting gun for planning a special post-Christmas drive on his dealers, getting them to keep ample stocks, helping them to maintain first class displays in show windows and inside their stores, bucking up their promotional activities and sales personnel.

In other words, the smart salesman will not let his own and his dealers' sales-effort go into a temporary eclipse when Christmas is over. Instead he will be all set to capitalize the Christmas sales momentum with a "KEEP ON PUSHING" drive, that will get a bigger share of the insurance money out of the G.I.'s jeans and into his dealers' cash register.

★

H. R. 5064—Co-ops Don't Like It

The figures refer to the House of Representatives bill No. 5064 which declares as its purpose "To impose income taxes on the business income of certain exempt corporations and for other purpose."

The bill provides that every corporation—including presently exempt or partially exempt cooperatives and other commercial tax exempts—shall be subject to federal income tax on their business income and . . . that so-called patronage dividends *shall not be deducted* whether paid in cash, scrip, certificates of stock, *before* the computation of business income for federal income tax purposes.

If such a bill becomes law it would once more restore true tax equality in that all competitive businesses would then pay income taxes on the same basis.

That existing co-ops and the ever-present promoters of new ones don't like that bill is a foregone conclusion. Also a foregone conclusion is, that the steadily growing volume of business done by non-tax-paying free riders will eventually cut down the business of tax-paying enterprises to a point where the taxes paid by them will no longer support the government which condones such unjustified discrimination.

Meanwhile, that government continues merrily to finance new little co-ops and make little ones bigger. While in the privately-owned utility industry so-called "holding" companies have been outlawed and forced to dissolve, superco-ops—the equivalent to a holding company—are getting the nod of approval and the money to put them in business wherever a smart operator sees an opportunity.

In January a superco-op in the South got from the government $7.5 million to build a transmission line, wrapping up 14 small government-financed co-ops into one system. Eighteen co-ops in 10 states already have gotten loans to finance generating and transmission systems and it is reported that in at least 16 states similar superco-op projects are being hatched.

In Milwaukee, the Socialist mayor gave his blessing to formation of and personally joined the Consolidated Buyers Co-op, Inc., first presumed to be for the benefit of city-hall employees, but the secretary told one of the city's aldermen that "anybody" is welcome to join. Savings on purchases of from 15 to 33 percent were promised to members. In an editorial on the subject the *Milwaukee Journal* asks "If everything turns co-op, who will pay taxes?"

We echo that question here and add one other: "If everything goes co-op, what will become of the wholesaler?"

★

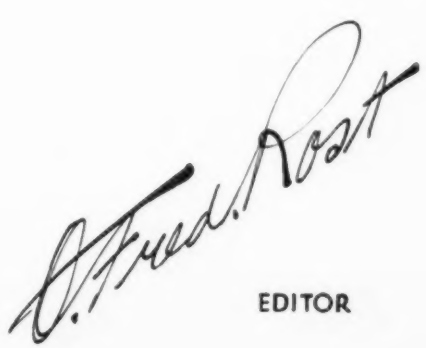
Taxes and Food

Every once-in-a-while some insurance actuary or statistician comes up with some startling truth that jars us to the spine and here is one that really is worth pondering and remembering.

Says the N. Y. Herald Tribune: "Out of the wealth of government statistics the Institute of Life Insurance has just picked a comparison that illustrates effectively the new levels attained by taxation in the United States. The people pay about as much in taxes as they expend for food.

Food used to be incomparably the largest single charge on the public purse and last year required outlays of $52,900,000,000. Taking all Federal, state and local taxes together, the bill on that score was $51,800,000,000."

Total those two figures and you get darn close to half of what the whole national income was for the year, and taxes took between 20 and 25 percent of it. Still Truman wants to keep pushing taxes higher.



EDITOR

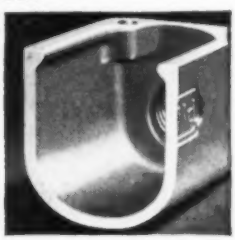
standardize on...

PYLETS

A Modern Line of Improved Heavy-Duty Conduit Fittings

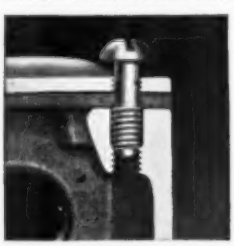
PYLET PRACTICAL DESIGN FEATURES

Accurate, malleable iron castings made in Pyle-National's own foundry. Double weather-proof protection—first, galvanized, and then finished with baked sprayed aluminum.



Smooth interiors, round edges and large wiring spaces prevent damage to wires. Ribbed sidewalls provide extra strength.

Strong Domed Covers are warped and Body Cover Joints are ground flat for tight gasket seal. Heavy hub sections of ample cross section are tapped straight and true with accurate, cleancut, TAPERED threads.



Dowl-pin type self retaining screws provide easy alignment of covers—hold cover and gasket together during handling.

A Full Range of Types and Sizes for Industrial Wiring

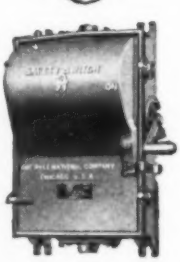
1

2

3

4

5



1. FS AND FD PYLETS AND COVERS—1, 2, 3 and 4 gang, square corner types, take all standard switch and receptacle plates.

2. ROUND BASE PYLETS AND COVERS—Ideal for Vaportight junction boxes—Flush and surface mounting. Take standard 4-inch outlet box cover; also vaportight fixtures, plug receptacles and Flexible fixture hangers.

3. VAPORTIGHT LIGHTING FIXTURES—With heavy cast metal bases, weathertight sealing and sturdy guards. Complete line, for 10 to 200 watt lamps, for conduit or wall mounting, universal 4 and 5 hub types, two and three gang, handrail and outlet box types, also midget fixtures.

4. FLEXIBLE FIXTURE HANGER PYLETS—Universal joint hub allows easy removal of fixture, free swing movement of fixture with stop to prevent wire injury, also cushion type for protection against vibration. Also rectangular Pylets with suspension hanger.

5. CAST METAL SAFETY SWITCHES AND CIRCUIT BREAKER PYLETS—Heavy duty safety switches and fuse boxes with or without plug receptacles and circuit breaker Pylets with all features for reliable service under severe conditions. Safety switches have quick make and break, interlocked cover and weathertight gaskets on both cover and hub plates. Available with interlocking plug receptacles.

Refer to your Pylet Catalog 1100 for complete listings including plugs and receptacles—explosion-proof pylets, cord and cable grips—flexible conduit couplings—unions—reducers—elbows and grip handles—portable hand lamps.

THE PYLE-NATIONAL COMPANY

1352 NORTH KOSTNER AVENUE, CHICAGO 51, ILLINOIS

DISTRICT OFFICES and REPRESENTATIVES in Principal Cities of the United States
EXPORT DEPARTMENT: International Railway Supply Co., 30 Church St., New York
CANADIAN AGENT: The Holden Co., Ltd., Montreal

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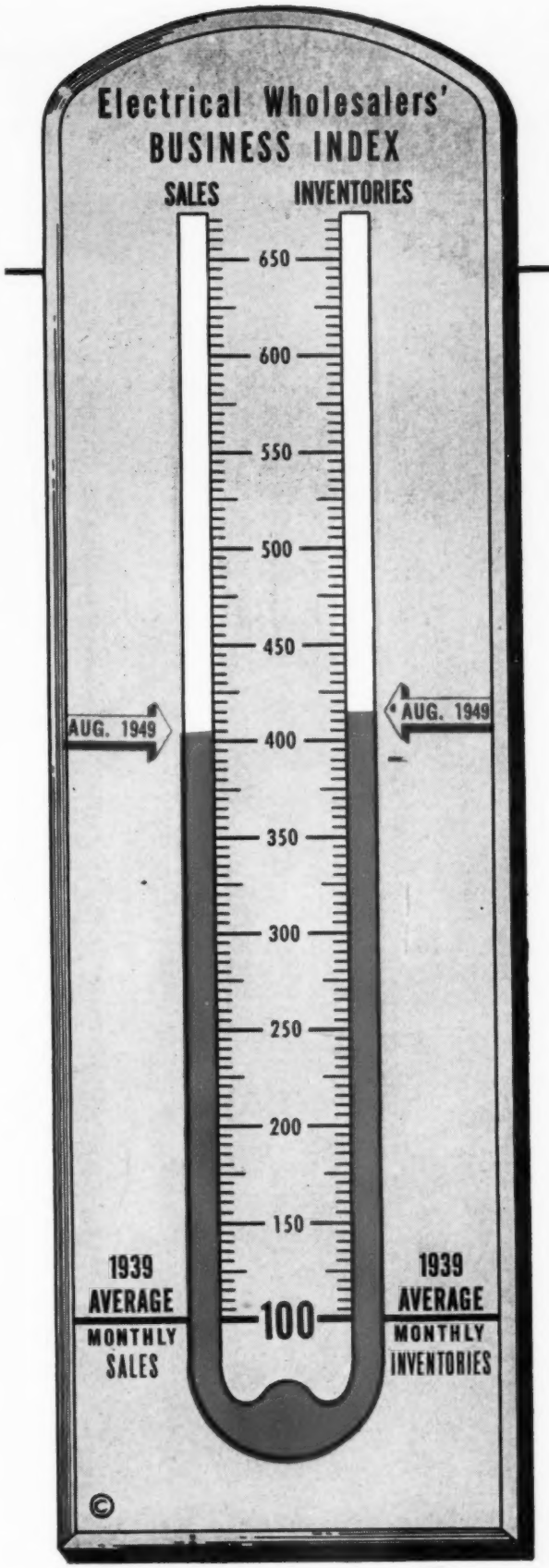
PLUGS and RECEPTACLES • FLOODLIGHTS • TURBO-GENERATORS • LOCOMOTIVE HEADLIGHTS • MULTI-VENT AIR DISTRIBUTION

ELECTRICAL WHOLESALING
WITH WHOLESALER'S SALESMAN



Business Index

For the Month of August 1949

SALES August sales of electrical goods wholesalers, all classes combined, reversed the trend indicated for the preceding two months and showed a gain of 5 percent over July 1949.

By class of house, August sales of full-line houses increased 3 percent over the previous month; wiring supplies-construction materials distributors rose 9 percent; and appliances-specialties wholesalers reported an increase of 18 percent.

Compared with August one year ago, however, all classes reported sales decreases—full-line wholesalers 9 percent; wiring supplies-construction materials distributors, 22 percent; and appliances-specialties wholesalers, 5 percent.

Cumulative sales for the first eight months of this year are 7 percent lower than the corresponding period of 1948.

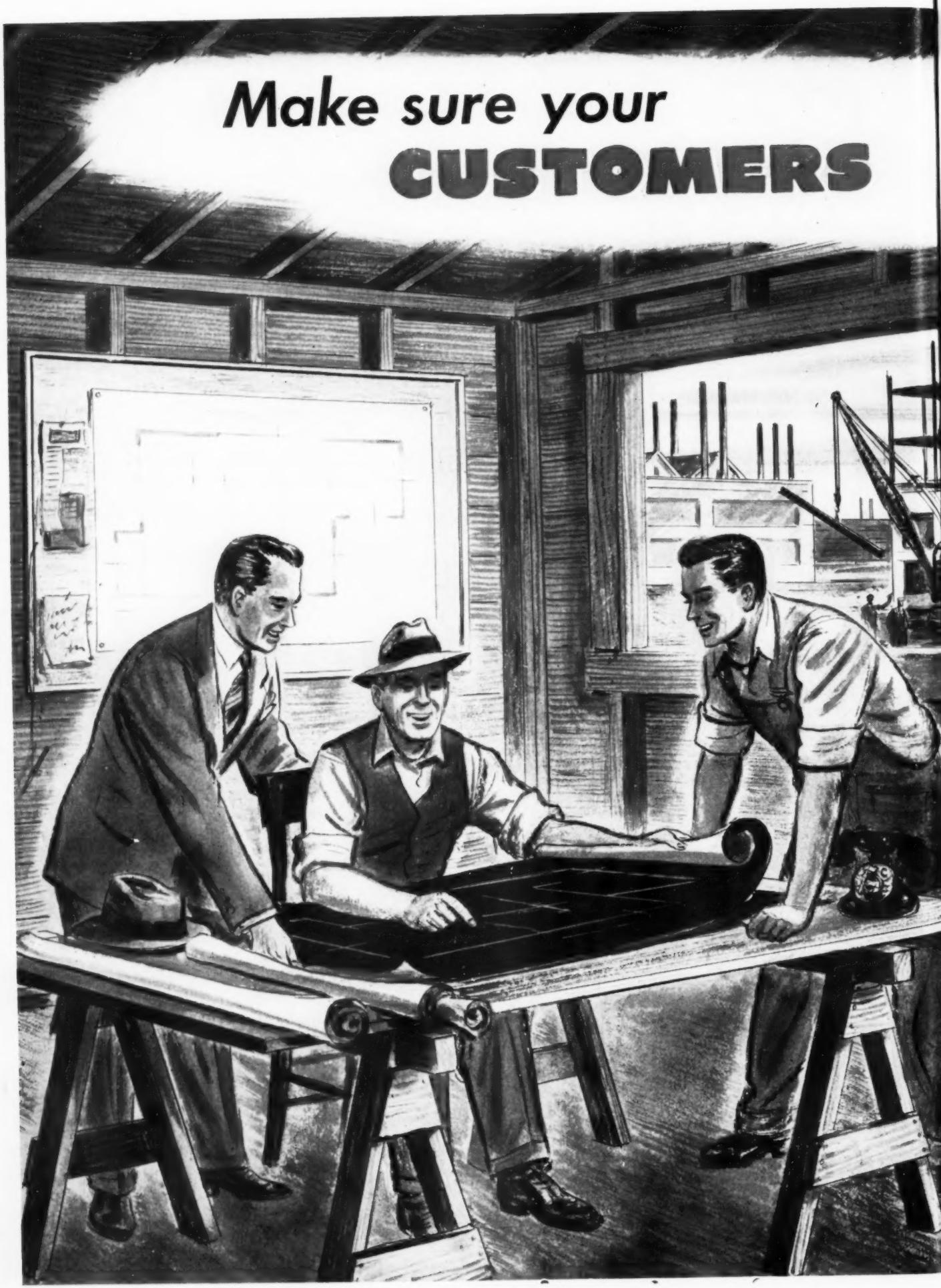
August total sales of all electrical goods wholesalers were estimated at $329 million for the month, an increase of $16 million above the previous month's estimate.

INVENTORIES Continuing the downward trend of the past few months, inventories once again showed a decrease which for August was 9 percent below July. Full-line wholesalers reported an inventory drop of 9 percent; wiring supplies and construction materials, 3 percent; and appliances specialties wholesalers, 5 percent.

Compared with the same month one year ago all classes of houses together were 10 percent below August of last year with full-line houses down 10 percent: wiring supplies and construction materials houses, 10 percent and appliances and specialties wholesalers, 5 percent.

At the current rate of sales, electrical goods wholesalers had sufficient stock on hand at the end of August for 48 days' sales—7 days less supply than was reported for July 1949, but the same supply as reported for August 1948.

SOURCE The figures we use as basis for these monthly comparisons of performance in the electrical wholesaling field are collected and compiled by the Bureau of the Census of the U. S. Dept. of Commerce.


Make sure your
CUSTOMERS

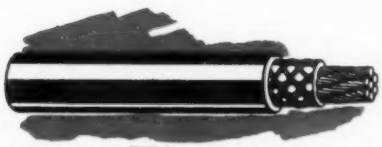
ARE ALWAYS RIGHT

THE BEST WIRE OR CABLE for a job? . . . trouble to be ironed out? See that your customers are always right, by calling in your Roebling Field Man. His knowledge and experience afford ready answers to wire and cable questions . . . he's a trouble-shooter who shoots business your way.

As a Roebling electrical wholesaler, cash in on this service whenever questions and problems come up. You'll find this technical assistance a profitable sales help . . . always available, a dependable builder of customer good-will, and making it easier for you to book additional orders for Roebling products.

JOHN A. ROEBLING'S SONS COMPANY
TRENTON 2, NEW JERSEY
Branches and Warehouses in Principal Cities

Active sales and service cooperation, however, is only one part of the Roebling program to help you win more business. The program is four-fold and gives you these other outstanding advantages:



A COMPLETE LINE . . . more than 60 types of wire and cable for every purpose . . . all made to Roebling standards for long life and top performance.

AGGRESSIVE ADVERTISING in business and industrial papers . . . full page color messages that reach *your* market fully and effectively . . . direct mail literature describing specific types of wire and cable.

BRANCH WAREHOUSES strategically located and fully stocked to help you assure prompt, efficient delivery service.

ATLANTA: 934 AVON AVENUE ★ RAYMOND 2151
BOSTON: 51 SLEEPER STREET ★ LIB. 4373
CHICAGO: 5525 W. ROOSEVELT RD. ★ CRAWFORD 6400
CLEVELAND: 701 ST. CLAIR AVE., N.E. ★ L.D. 249 & MAIN 5030
DENVER: 1635 SEVENTEENTH ST. ★ EAST 2684 & KEYSTONE 4111
HOUSTON: 6216 NAVIGATION BLVD. ★ WOODCREST 6-8316
LOS ANGELES: 216 S. ALAMEDA ST. ★ TRINITY 1261
NEW YORK: 19 RECTOR STREET ★ WH. 3-5200
PHILADELPHIA: 12 S. 12TH STREET ★ MARKET 7-2751
PITTSBURGH: 855 W. NORTH AVENUE ★ FAIRFAX 2766
PORTLAND, ORE.: 1032 N. W. 14TH AVENUE ★ BROADWAY 5456
SAN FRANCISCO: 1740 17TH STREET ★ MARKET 8787
SEATTLE: 900 FIRST AVENUE, SOUTH ★ MAIN 4992

ROEBLING

A CENTURY OF CONFIDENCE

JR ROEBLING

Electrical Wholesaling BUSINESS INDEX

REGIONAL ANALYSIS

INCREASES were reported in all regions, except in the East South and West South Central areas. New England topped the list of increases with 10 percent over the previous month and the other regions conformed to the national average. East South and West South Central regions reported decreases of 8 and 11 percent respectively.

A comparison with August 1948 shows a decrease in sales volume in all regions, but it must be borne in mind that the year 1948 was one in which sales volumes soared to unprecedented heights and it is quite natural that such levels could not be maintained in 1949.

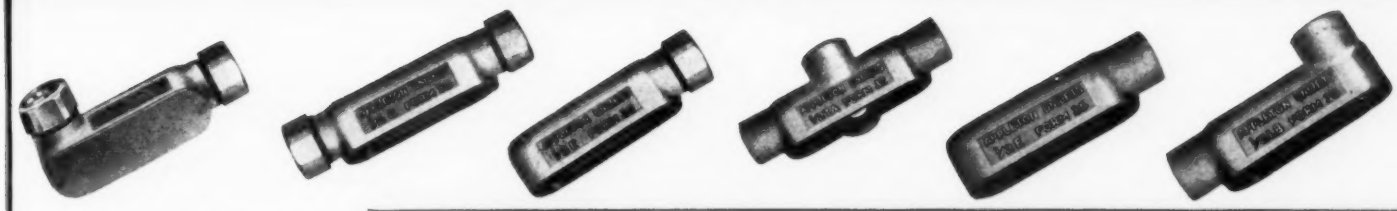
Inventory figures for August 1949 compared with the previous month indicated fairly large decreases in all regions with even higher decreases reported when compared with the corresponding month one year ago.

AUGUST, 1949

Figures in this table apply to the geographic divisions as outlined and numbered in white on map above.

SALES August, 1949 Compared in % with		Trading Region (See Map)	INVENTORIES August, 1949 Compared in % with	
July 1949	Aug. 1948		July 1949	Aug. 1948
+ 10	— 6	1	— 9	— 16
+ 6	— 8	2	— 9	— 3
+ 6	— 8	3	— 9	— 7
+ 4	— 7	4	— 11	— 18
+ 2	— 7	5	— 8	— 10
— 8	— 9	6	— 5	— 5
— 11	— 6	7	— 8	— 7
+ 6	— 7	8	— 7	— 11
+ 8	— 19	9	— 11	— 15

STATES COMPRISING GEOGRAPHIC DIVISIONS: REGION 1—Maine, N. Hamp., Vt., Mass., R. I., Conn.; REGION 2—N. Y., N. J., Penn.; REGION 3—Ohio, Ind., Ill., Mich., Wis.; REGION 4—Minn., Iowa., Mo., N. Dak., S. Dak., Nebr., Kans.; REGION 5—Del., Md., D. of C., Va., W. Va., N. C., S. C., Ga., Fla.; REGION 6—Ky., Tenn., Ala., Miss.; REGION 7—Ark., La., Okla., Tex.; REGION 8—Mont., Idaho, Wyo., Colo., N. Mex., Ariz., Utah, Nev.; REGION 9—Wash., Ore., Calif.



Quality ALL THE WAY!

APPLETON *Malleable Iron* UNILETS

Appleton Form 35 Malleable Iron Unilets save time. They eliminate loss due to damage and breakage. Available in threaded and no-thread types, their superiority over fittings made of any other material has been proven on thousands of construction and maintenance jobs!

The Appleton Line completely covers your customers' requirements, from simple steel outlet and switch boxes to big, heavy-duty explosion-proof types.

Write for Complete Catalog Information

- **Precision Engineered to Install Easily . . . Save Time!**
- **Smooth Finish . . . Clean Threads . . . Greater Wiring Room**
- **Made of Unbreakable Malleable Iron Lighter . . . Stronger**

Sold Through Electrical Wholesalers

APPLETON ELECTRIC COMPANY
1734 WELLINGTON AVENUE • CHICAGO 13, ILLINOIS

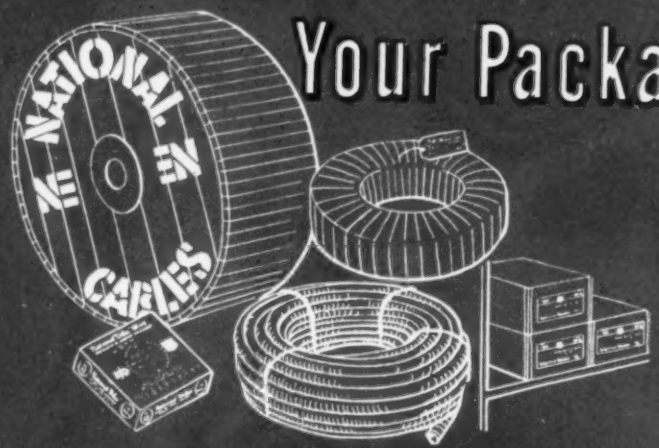
Branch Offices: NEW YORK, 50 Church St. • DETROIT, 3049 E. Grand Blvd. • CLEVELAND, 1836 Euclid Avenue • SAN FRANCISCO, 655 Minna St. • ST. LOUIS, 420 Frisco Bldg. • LOS ANGELES, 100 N. Santa Fe Avenue • ATLANTA, 724 Boulevard, N. E. • BIRMINGHAM, 429 Brown-Marx Bldg. • MINNEAPOLIS, 305 Fifth St., S. • PITTSBURGH, 414 Bessemer Bldg. • BALTIMORE, 100 E. Pleasant St. • BOSTON, 10 High St. • DENVER, 1921 Blake St. • PHILADELPHIA, 1017 Cherry Street • CINCINNATI, 626 Broadway • HOUSTON, 438 M. & M. Bldg

Resident Representatives: Dallas, Indianapolis, Jacksonville, Kansas City, Milwaukee, Seattle
Export Representatives: International Standard Electric Corp., 67 Broad St., New York 4 N. Y.

APPLETON

CONDUIT FITTINGS • LIGHTING EQUIPMENT • OUTLET AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES

Your Packaging Dividends FROM NATIONAL ELECTRIC



Packaging that facilitates handling and helps eliminate errors is one of the *extra "dividends"* you get with NE products.

NE Dividend
PAY TO *National Electric Wholesaler*
METAL-EDGED BOXES
that have added strength and rigidity for easy stacking and handling.

NE Dividend
PAY TO *National Electric Wholesaler*
LARGE, READABLE LABELS
that make it easy to reach for the *right* box.

NE Dividend
PAY TO *National Electric Wholesaler*
POSITIVE IDENTIFICATION
the *"Red, White & Blue"* labels and tape identify it as an NE product.

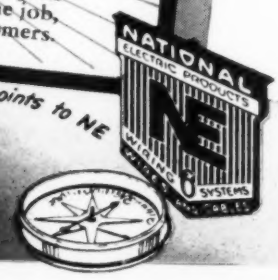
NE Dividend
PAY TO *National Electric Wholesaler*
CUT-OUT-CENTER BOXES
for building wire and Loomwire—*introduced by NE*—permit unwinding of wire from center of coil.... leaves unused wire boxed, clean and untangled.

NE Dividend
PAY TO *National Electric Wholesaler*
EASE OF HANDLING
NE packages, coils, and boxes are easy to pick up, stack, and store . . . easy to handle on the job, too—a "dividend" well liked by your customers.

These packaging dividends add up to real economy . . . more sales . . . and BIGGER PROFITS for the National Electric Distributor.

National Electric
PRODUCTS CORPORATION
1302 CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

Everything in wiring points to NE



IMPROVEMENT in the complicated programming of television is assured by the fact that between now and next spring program expenditures will rise to thirty million dollars compared to only about seven million dollars last year.

Certain Social and Economic Implications of Television

An appraisal of present trends and potential future developments of television that every distributor or salesman of television equipment should read and study

By James D. Shouse
President and Chairman of the Board
Crosley Broadcasting Corporation*

I THINK it was Cicero who remarked, "I shall always consider the best guesser the best prophet." Personally, I shall disclaim the role of being even a good guesser and would like, instead, to talk about the future of television on the basis of its present almost incredible growth.

Consider, if you will, a few basic facts. As recently as September of 1947 only 150,000 American homes had television sets. By last fall—a year later—that number had increased to 550,000; by February of the present year it had risen to nearly 1,100,000; by June it was 1,800,000; and by September it had jumped to 2,150,000.

Now, while this was going on, there was an almost equally dramatic increase in the number of television stations in operation. In early 1947 there were only six stations on the air. That number jumped to 35 by last fall, to 50 in January of this year, and it is up to 81, as I have just mentioned, at the present time. And right now an additional 32 sta-

cions are under construction, and 350 other applicants are waiting for permission to build.

This rate of increase is matched also by the support of advertisers in the new medium. A year ago, throughout the entire country, there were only about 375 network, spot and local sponsors. This past summer, however, that number had surged up to 1,500, quadrupling in less than 12 months.

The American public, meantime, has spent, on sets alone, nearly one billion dollars. Years ago, television was dreamed of as a billion-dollar industry. It is already a billion-dollar industry and it has hardly started.

Like Minerva of the fable, who sprang full-girt from the head of Jupiter, television appears to have bypassed the normal process of gestation and, compressing its childhood into months instead of years, is called upon to assume the role of a giant on the American social and economic scene.

The particular company with which I am associated presently operates three television stations—one in Cincinnati, one in Dayton, Ohio, and one in Columbus, Ohio, and I am thoroughly conscious of the fact that much of what we are doing in television may appear amateurish.

We have not yet put to full use the power of the giant we have. We are dealing with a medium of such titanic possibilities that perhaps it is wise that we approach its use with diffidence.

We are learning, but we will have to learn a great deal more. Programs on television for the past year were good enough and intriguing enough to sell hundreds of thousands of receivers, but all of the television programs in the country last year represented an investment of only about seven million dollars. Between now and next spring, program expenditures will rise to thirty million dollars.

The sheer weight of so much money can only result in a tremendously accelerated set of program standards. If television fare costing seven million dollars last year was good enough to provoke such a revolution, it is hard indeed to envisage what will happen in the next year when program expenditures are being increased so many fold. The sheer weight of this money, I repeat, being put in back of television programming can largely compensate, for some years to come, for the inefficiencies in properly translating this expenditure into terms of truly superior programs.

In any case—including the vagaries of the Federal Communications Commission as to standards—let's look at television in January, 1952.

NBC conservatively estimates ten million receivers will be in use by then. CBS estimates 13,960,000 receivers by January of 1953, and Chairman Wayne Coy of the FCC estimates there will be eighteen million receivers by the end of 1953.

Now what is all this going to do to the American economy? I submit that it will effect convulsive changes in methods of distribution of goods, of which I would like to say more in a moment; that it will alter American habits of living and that it will alter, in varying degrees, the future of other forms of communication.

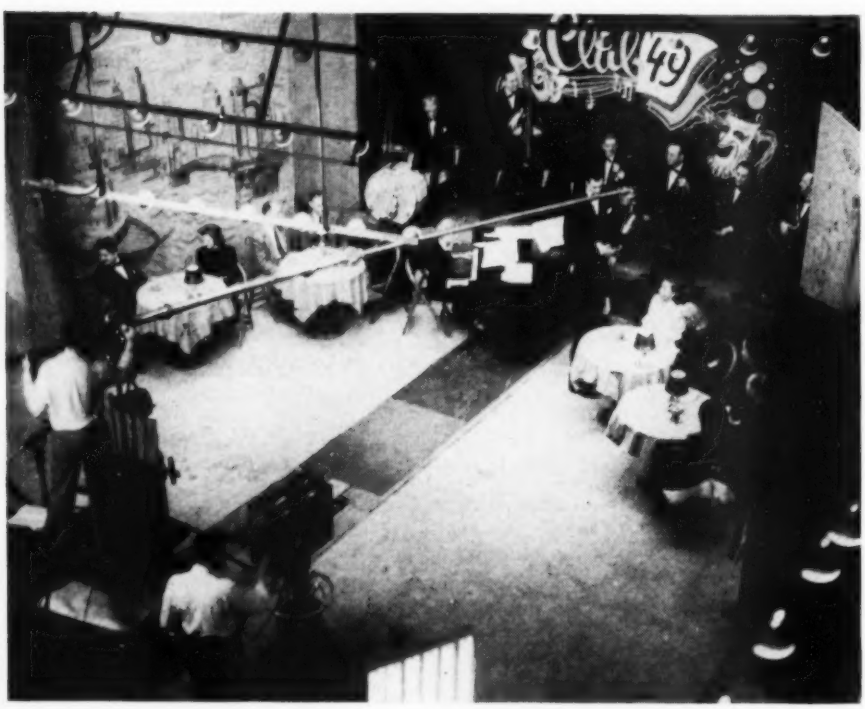
Among these forms of communication, one which is in my opinion due for a major readjustment is sound broadcasting, especially amplitude modulation broadcasting, or AM, as it is usually known.

For AM broadcasting, the crisis may not be far off. The evidence is formidable. Where masses of people have the choice between AM and television, the latter commands an audience allegiance which cannot be dismissed on the basis of mere novelty. In homes where both AM and television are available, the listening pattern of years has been suddenly aborted, and sufficient statistics are now available to warn all save ostriches that television is going to compete fiercely not only for the listening audience, but the reading audience, the movie audience, and, potentially, for the total audience of people who hitherto have gone outside the home for entertainment of a hundred different kinds.

To understand what is about to happen in sound broadcasting, it is necessary to review the recent practices of the government.

The policy followed by the Federal Communications Commission since the close of the war in 1945 has been to consistently license the greatest possible number of stations.

In January, 1945, there were 943 AM stations. Today there are 2083 AM stations, and superimposed upon this structure there are 741 FM and 81 television stations. The



NEARLY one billion dollars has already been spent on television sets alone by the American public and the FCC estimates that there will be 18 million receivers in use by the end of 1953—an indication of the size of the market.

fact that the number of AM stations has been doubled does not mean that advertising budgets available to radio have been doubled. They have not. So, the sound broadcasting industry is coming into an era of real competition with television, in a state of complete dilution, with sound broadcasting being broken into smaller and smaller units which have less and less chance to survive.

The only way that the American people, within a very few years, can continue to be provided with any radio service comparable to what they have known and enjoyed these past twenty years, is to provide for some reversal of this trend. Some sound broadcasting units will have to be made stronger in order to prevent a complete deterioration in service to the public because of economic pressures and an already noticeable lowering in standards of acceptable program material for products advertised on the air.

I believe that the day is not too far off when, for the first time, it will become apparent to several thousand small station operators throughout the country that their fight against the clear channel stations and against high power for clear stations as strong bulwarks of sound broadcasting has been a fight against their own best and selfish interest. Unless, within perhaps five years, a number of big stations are allowed power increases to improve service to the public and to provide for advertisers a continuing means of reaching people at low cost per family unit, the whole economic base upon which broadcasting rests today can collapse—and it need not necessarily be a slow death.

The salvation of sound broadcasting, which is important to the broadcaster and to the public, does not lie in reducing all broadcasters to the lowest common denominator.

If the Commission has an obligation under the Communications Act —and I assume it does—to provide good and equitable service to the American people, the Commission now, for the first time, is confronted with an obligation to concern itself with the survival of the fittest, because such concern will add materially to the survival possibilities of the medium stations and the weak stations.

I repeat that even the operators of clear channel stations will find, within the next few years, that quality operation to a thinner and thinner audience will be economically impossible under the present archaic 50,000 watt ceiling on power. I repeat that the FCC, by imperiling the survival possibilities of the larger stations, imperils the survival of all.

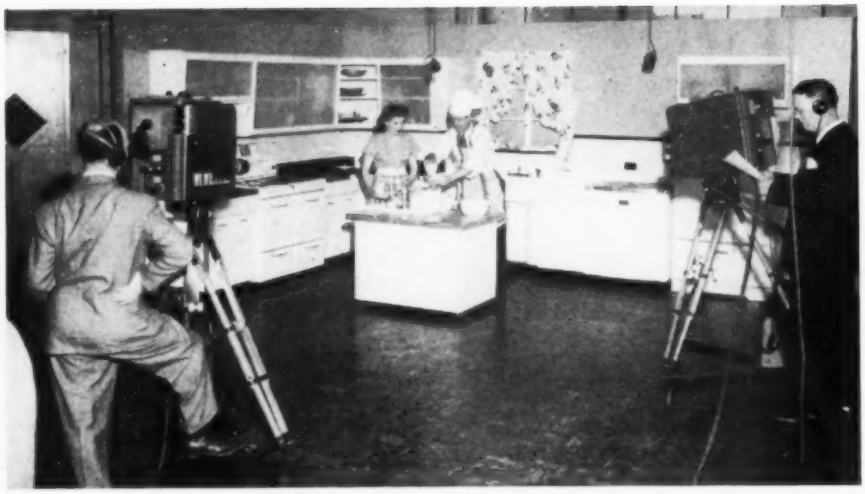
James D. Shouse

It is to be hoped that the Federal Communications Commission will take an enlightened outlook with respect to this problem. The Commission has been refreshingly liberal in its grants of power for international shortwave. Every minute of the hour, every hour of the day and night, transmitters of high power—super-power, if you please—are beaming American programs overseas with remarkable penetration. American shortwave broadcasts pierce the Iron Curtain into Russia and its satellites with magnificent reliability, and the Balkan peasant on some Macedonian hillside has access to the message of democracy and the thrill of American entertainment in its top forms.

Unfortunately, however, the powerful signal available behind the Iron Curtain is denied to many of our own people who find in the present power limit on our stations a real Iron Curtain shutting out adequate reception.

In time, of course, the sections of rural America which now have very poor radio service may get better service as a by-product of necessarily increased power ceilings. Technically, power of a million watts upward, which would give adequate radio service to underserviced areas, is perfectly feasible. Ultimately, the FCC may be forced to choose between allowing good AM coverage to all rural areas, or little or no AM service at all to most such areas, once the impact of television competition registers fully.

Returning again to television, I cannot urge upon you too strongly not to think of this new medium as merely another kind of broadcasting. It took more than a dozen years for



ACCEPTANCE of television as an advertising medium is shown by the fact that sponsors of network, spot and local programs has jumped from 375 to 1500 in one year.

sound broadcasting to proceed from the Model T to the Model A stage. But the television tin lizzie may, in only another year or so, emerge as a gleaming Cadillac.

The television impact on the distribution of goods and services may well revolutionize our entire system of distribution—and distribution is the biggest business of America today.

The slowing up of business this past summer has, for the first time in many years, focused the attention of manufacturers on the vital need for careful, accurate and day-to-day facts on inventories—not factory inventories or even distributor inventories. The dealer inventory is the one which is both the most difficult to control and, because it occurs at the point of sale, the most sensitive to buyer impulses.

Soundly-run companies do not consider that merchandise has been sold when it moves out of the factory. Merchandise is not sold, really, until it appears in the home.

It seems to me that within a very few years television's ability to portray ease of use, appearance, the contribution the product can make to the purchaser, the mass demonstration and sampling it can provide, may all result in lightening the inventory burden required of the dealer.

Television can do the primary sales job in the home, where it can be done best, thus simplifying the sales job in the store.

It can, and should, enable the dealer to operate with an appreciably smaller inventory. Smaller—but still adequate—inventories in the dealer's hands can result in a great deal more flexibility to the manufacturer. He has more freedom in bringing out new models; he has more flexibility in price adjustments that are important in a competitive market. He can exercise more care on his forward commitments, as can his distributor and his dealers.

What I have said so far relates, of course, to television as you see it today.

On September 26 there began a series of hearings before the FCC in Washington which conceivably may result in the practically impossible situation of revolutionizing a revolutionary industry. All the growth of which I have spoken has been predicated upon our present black-and-white television, and I would like to conclude my remarks by attempting to analyze what has happened so far during these extremely important hearings.

A great many of us who have made a major capital expenditure in black-and-white television and who have been willing to undergo substantial operating losses for the past several years have recognized that sooner or later the color controversy would be reopened. Even though the present publicity being given proposed color techniques is not favorable or conducive to the most rapid possible development of black-and-white, it is perhaps a good thing to have it aired as is currently being done before the FCC.

As the operator of television stations, I am tremendously encouraged that a system which can be received on our present monochrome receiving sets appears now engineeringly feasible.

In Washington, this past week, the FCC and the press witnessed the first public demonstration of the new all-electronic color television system developed by the Radio Corporation of America. Continuous public demonstrations will be conducted through color broadcasts transmitted by NBC's Washington television station WNBW.

In providing the public with the best possible color service, it is also imperative to safeguard the public's huge investment in black-and-white receivers now installed in American homes. In short, the color television system given the green light by the FCC must be compatible with present black-and-white receivers. "Compatible" means simply that pictures transmitted in color can be received in black-and-white on present receivers, with no adjustment or convertor necessary.

The FCC has also specified that a commercial color television system must operate within a six megacycle broadcast channel, which is the same width as the channels now used by black-and-white television. This makes it possible for black-and-white and color systems to operate on the same frequency band—an important consideration because of the crowded condition of the radio wave spectrum.

The principal characteristic of this completely new color system is that it is all electronic. It is completely "radio," so to speak. It is a complete departure from mechanical color and the rotating color discs and moving parts which have characterized all the mechanical color systems invented since 1925.

The new all-electronic color system gives thoroughly satisfactory service entirely within the six megacycle channel, without any picture deterioration. And the new color system has been received in black-and-white on black-and-white sets in Washington homes—without the set owners realizing they were viewing a color transmission. This system, in other words, is compatible. Set owners who have spent money for black-and-white sets will con-

tinue to get what they paid for. There is a corollary development—convertors, by means of which black-and-white sets will be able to receive color telecasts in color.

One would have to be an electronics engineer to understand fully how this new color television system works. But briefly, what happens is this. The color camera in the studio is equipped with three separate tubes. Each of these picture tubes, equipped with an appropriate color filter, is sensitive to one —and only one—of the primary colors, which in television are red, blue and green. In transmitting a color picture, these colors are electronically "sampled" in rapid sequence and then mixed together as a unit. At the receiving end, the single video signal is fed to an electronic circuit which unscrambles the signal and returns it to three signals representing each primary color. Each of the three signals is fed to an appropriate picture tube which reproduces the original color picture. The three pictures are then projected simultaneously—producing on a screen a single complete color picture.

On the basis of this new system, it is felt that the FCC can lift the present "freeze" on the new television construction and proceed to allocate ultra high frequency channels for television. It is important to the operators of the nation's 81 black-and-white television stations on the air that this particular color system can be transmitted over the same black-and-white transmitters now in use—with only the addition of color cameras and the so-called "sampling" equipment.

With all that faces the television industry, you may wonder, as I sometimes do, why so many people are anxious to get into such a business.

This reminds me of the story of the itinerant preacher who always used to open his sermons with the categorical remark, "Brethren, why are we all here?"

Nobody ever attempted to answer this question, which wasn't supposed to be answered by anybody but the preacher, until one day he found himself addressing the more lucid inmates of an insane asylum.

As usual, on this particular day he started out by asking, in his customary way, "Brethren, why are we all here?"

At this point, a little fellow in the front row jumped up and replied, "Reverend, we are all here because we ain't all *there*."

Seriously, the prospect which the future holds appears to me to involve radical and profound changes in the very foundation upon which our entire social, educational and economic structure is built. Within five years it is entirely possible that television will have become an integral part of the lives of twenty or thirty million families. The influence upon their daily habits, their thinking, and their concepts and philosophies will be severe—so severe, indeed as to be literally revolutionary.

It seems to me that there are two primary considerations with which every thinking person should be concerned. Any instrument so powerful contains a potential for good and a potential for bad. It can be used properly or it can be used improperly. During the next year or two I would hope to see a revaluation of all the safeguards that have been set up to protect radio broadcasting from abuse, equally on the part of the licensees and on the part of government.

It is entirely possible that additional precaution, peculiar to the problems inherent in the growth of television, should be taken. It would seem to me strange that the present regulatory structure which has been evolved for broadcasting would be entirely adequate when applied to television, to the extent that this combination of sight and sound, with its added factor of simultaneity, is already demonstrating its future pattern of impact. So there appears to me to be a very real need for fresh evaluation of the balance between proper control and the maintenance of proper freedom.

Secondly, television can make a tremendous contribution to our whole democratic process. It can make our democracy a more real and a more vital thing than it has ever been before if it is protected from abuse of privilege, whether that abuse comes from misuse by the licensee or abuse through unwarranted control by government. Its proper functioning within a very few years may conceivably result in an intensification and a rededication of our people to the American way of life, and to the ideology for which our country stands.

We have become a great nation and a tremendously big nation. Our very bigness, both in numbers and in geography, has at times, to some people, made our governmental processes as laid down in our Constitution appear archaic. Television holds the promise of providing unity. For the first time it offers the promise of a system of mass communication so complete as to transcend all barriers, either real or artificial.

The issues with which the American people find themselves confronted have become unbelievably complex, both domestically and internationally, as our country follows its path of destiny.

Our political problems under our American concept of government are ultimately subject to solution only by the people through their elected servants. We have, in recent years, faced a very real threat to the whole democratic process because the means of informing the people of the nation's problems had not improved in a proper ratio either to the number of problems or their overwhelming complexity.

Television, it appears, may make its greatest contribution not in the field of entertainment, or even in the field of sales, or advertising, or distribution, or in the field of cultural improvement. In these fields it can make a fine contribution, but, basically, the elements which make television powerful may enable it to in truth provide a desperately needed means of making our American concept of the town meeting work on a national scale.

Television is perhaps arriving none too soon. The town meeting concept of 1776 has suffered dangerously in recent years. If television can lead to a mass understanding of the problems we face, and a mass familiarity with the people to be entrusted with the solution of these problems, it can perform a service which needs to be performed if we are to have any chance of continuing the pattern of our national life.

**An address delivered at the Twenty-First Boston Conference on Distribution, Hotel Statler, Boston, October 10, 1949.*

Why more and more manufacturers are equipping fixtures with . . . . .

CERTIFIED BALLASTS

● Do customers complain that fluorescent tubes in your fixtures seem to burn out too soon? Perhaps the trouble lies in the ballast that operates them.

One of the advantages of CERTIFIED BALLASTS is that they assure *Full Lamp Life.* Leading fluorescent tube manufacturers recognize that CERTIFIED BALLASTS in a fixture are evidence that full rated tube life should result.

Other worthwhile advantages of CERTIFIED BALLASTS include: *Rated Light Output* and *Long Dependable Performance.*

CERTIFIED BALLASTS are made to exacting specifications, then tested and certified by Electrical Testing Laboratories, Inc., an impartial authority, to assure best operation of tubes and ballasts.

Your fixtures sell more readily—give greater customer satisfaction—when they are equipped with CERTIFIED BALLASTS.

CERTIFIED BALLAST MANUFACTURERS

Makers of Certified Ballasts for Fluorescent Lighting

2116 KEITH BLDG., CLEVELAND 15, OHIO

Selling Tree Sets Paves The Road To Big Christmas Lighting Market

Tree sets from those first battery-operated ones to today's fancy sets are the real door openers to that big Christmas lighting market which has grown like wildfire year after year, with homes, stores, communities, large cities piling up many million dollars in sales opportunities

By George Ganzenmuller

THOUGH Christmas comes but once a year, it moves a flood tide of consumer goods first into warehouses and then over store counters long before Santa Claus actually arrives. And tied in with this greatest of selling seasons is a profitable electrical wholesaler-handled-line that first brightens prospects for increased dealer sales and then brightens homes, stores and streets as well: Christmas lighting decorations.

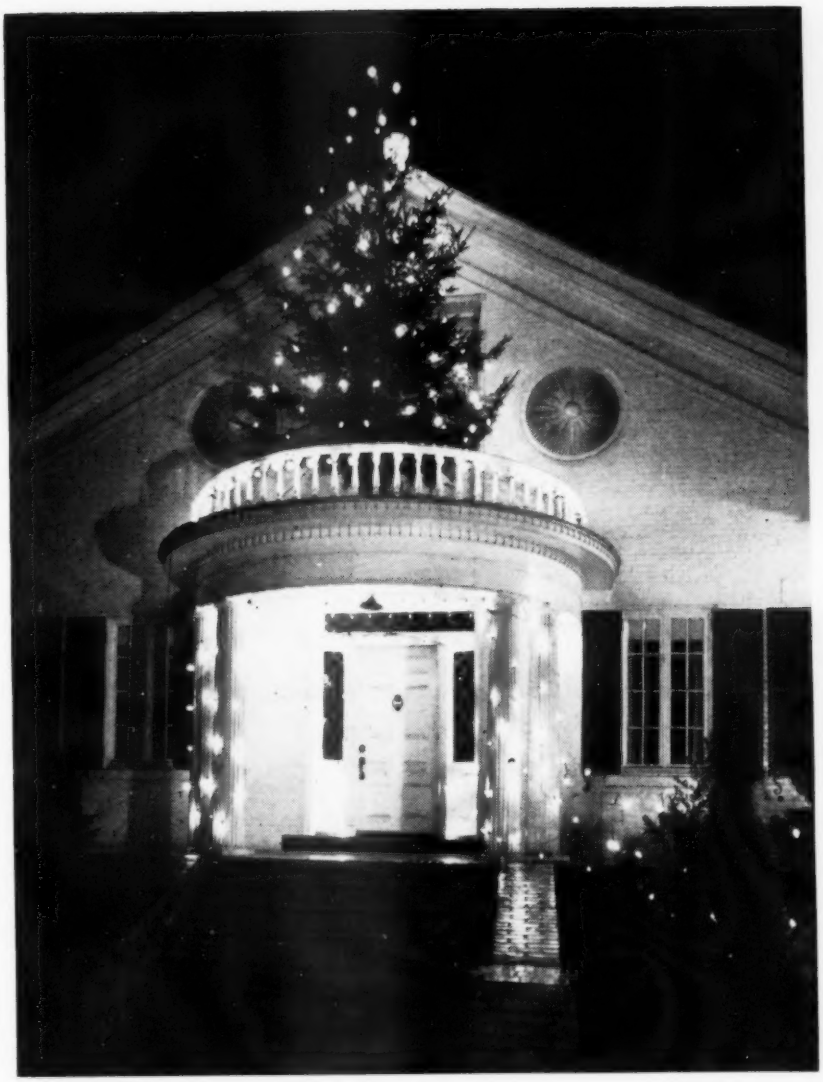
Those little Christmas tree bulbs may not be much bigger than peanuts; but "peanuts" is far from an apt description of the Christmas lighting market. There are approximately 1,775,000 stores in the United States, the majority of which go in for Christmas lighting on varying scales. Then there is the residential market—about 40,000,000 occupied dwelling units in all. Add to these figures all the hamlets, towns and cities in the country that decorate their streets and civic buildings every yuletide, and the Christmas lighting market takes on Paul Bunyan proportions.

Behind those real "box-car" figures are found supporting factors which make this 1949 holiday lighting market loom even more bullish than we care to picture it. The war-imposed Christmas bulb drought has left an initial purchase and replacement demand that has not yet been satisfied. The war's bumper crop of babies are reaching the age when

Big Sales From Little Tree Sets Grow

Big Sales From Little Tree Sets Grow

Big Sales From Little Tree Sets Grow



Big Sales From Little Tree Sets Grow

Santa Claus and Christmas trees are the biggest things in their lives. And many of the hundreds of thousands of new home owners would be found mightly receptive to the idea of trying to create the best outdoor Christmas lighting display on the block.

True, many merchants and home owners have holiday lighting sets stored away which are annually taken out, dusted off and hung on trees and in store windows. A few new lamps will be purchased to fill out a string—and that might be all. But Christmas lighting decoration sales can be carried far beyond that point.

To turn apathy into activity on the bulb buying front calls for the electrical wholesaler's salesman to transmit his own selling enthusiasm and know-how to his retail accounts. He knows what a mass market means; that if only one extra string of lights were sold to each home in the country, this would represent the sale of from 320,000,000 to 400,000,000 lamps in addition to the 40,000,000 strings. And if one more string can be sold, why not two or three?

Stores are a primary market for Christmas lighting decorations. Generally, stores handling merchandise in the gift category will feature the most elaborate displays, but almost any commercial house—be it a bakery or barber shop—will tie in with the Christmas theme with appropriate decorations. Those that don't, regardless of goods carried or services offered, will appear to be out of step with the season.

In his retail appliance accounts, the electrical wholesaler's salesman has a natural "pace-setter" for demonstrating the best in Christmas lighting displays. If the wholesaler's salesman can stimulate his appliance dealers into going all-out on decorating their stores, the example will be set for other merchants in the vicinity to follow.

In this way, appliance dealers—and electrical contractors, of course—can become Christmas lighting counselors for other store owners; advising them on appropriate installations and, incidentally, selling them the wiring, time switches, lamps and other equipment involved.

Equally important as the idea of teaching by example is the fact that an excellent Christmas lighting decoration in an appliance store will act as the best possible advertisement of the decorations to the public. And in all stores, displays of this type have the practical value of attracting more attention to merchandise than any mere advertising display.

A bigger step toward bigger Christmas lighting decoration sales would be for the electrical wholesaler's salesman to work toward the organization of a contest to select the best-decorated store in a community. Chambers of commerce, local service clubs, business groups and store owners probably would be very much interested in this idea; particularly those suburban merchants who compete for the Christmas trade with nearby big city stores. Such a contest could focus buying attention on local stores and might materially increase their sales.

Then too, this sort of a competition could be extended to the public. A chamber of commerce or group of merchants—spurred by the electrical wholesaler's salesman—might offer a prize to the home with the most original and beautiful outdoor Christmas lighting effects. A competition of this nature would quickly get the support of local newspapers and find fertile ground among home owners, appealing to them in much the same fashion as a garden contest.

In the home, Christmas lights and decorations are traditional. Without them a Christmas tree is just another evergreen. And as part of a tradition, the sale of lighting decorations for Christmas trees represents a self-perpetuating market. Moreover, it is a readily expandable market. Besides Christmas trees,

Big Sales From Little Tree Sets Grow

Big Sales From Little Tree Sets Grow

holiday lighting decorations can be sold for windows, mantelpieces, front porches, etc., in a good many American homes. Even a miniature or artificial Christmas tree on the dining room table will account for at least one string of lights.

The lighting of business streets and civic buildings with Christmas decorations, curtailed during the war, is being revived on a bigger and better scale than ever before. Sponsored in many cases by public-spirited groups of businessmen and civic organizations, these street-sized displays impart a buoyant Christmas spirit to shopping centers and stimulate buying.

Perhaps the outstanding example of a street decorating job is the annual "Santa Claus Lane" in Hollywood, Calif. In 1946 the connected load in this one-mile-long installation totaled 630 kw. Some 17,500 colored lamps and hundreds of 500-watt lamps were utilized as well as 12 miles of feeder wire, 10 miles of wiring within the Christmas trees, and five miles of guy wire.

Christmas lighting, therefore, comes under the heading of Big Business. In the promotion of these decorations the electrical wholesaler's salesman is assured of industry cooperation right down the line; from electrical dealers and contractors because of the profits involved in the sale and installation of holiday lighting; from power companies because of the increase in revenue resulting from the additional lighting effects in operation; and from all retailers because of the stimulating influence of Christmas decorations on business.

Opening the door to big Christmas lighting profits calls for the electrical wholesaler's salesman to start now promoting holiday decorations to the retail trade. If his job is thorough, quite a few more choruses of "Jingle Bells" will be played by both his and his customers' cash registers.

All photos by the courtesy of the General Electric Company, Lamp Department, Nela Park.

Angles on Nationalization of the Electrical Wholesaling Industry

. . . . . *in Great Britain*

By Harry Riley

HARRY RILEY is the Director of the John Riley & Son (Electrical) Ltd., Wholesale Electrical Factors, Sheffield, England and President of the Electrical Wholesalers Federation of Great Britain and Northern Ireland.

DURING the recent war, gentlemen, I was, at sundry spare and other hours, engaged in protecting the interests of the citizens as a member of the Special Constabulary, sometimes known as a cut-price copper. In the course of study for an examination, I learned that there are varying degrees of larceny, such as simple larceny, larceny by intimidation, larceny by trick, or larceny while bailee.

Since those days, I have come across still a further example deserving to be classed with those given. Its name, if I may coin it, is *legalized larceny*, and it has also a currently widely used title—nationalization.

This nationalization has something in common with all my first three examples. Simple—you have it—we want it. By intimidation—you will agree—OR. By trick—limitation of dividends forcing down eventual take-over prices.

Why, apart from a few modest investments, am I concerned? Because so recently as Feb. 9th in the Lord's debate, Lord Lucas stated that the government has no plans for the nationalization of the retail trade, but indicated that the distributive trades are nearly at the starting gate for the "Nationalization Stakes," or at least that the jockey is in the weighing room.

Let me quote some of his words.

"The aim of this government is to loosen the grip of those restrictive practices which have gained such a firm hold on the distributive trades."

He had recently pointed out that surveys had proved that the cost of distribution was too high. One trouble was the middlemen who levied toll between producer and retailer and served little or no economic interest.

Before I enter any counter arguments, may I say immediately that if by "middlemen" Lord Lucas and the Electrical Wholesalers Federation speak the same language, then for that portion of his speech he has our full and unqualified support. In order that he may be in no shadow of doubt, I inform him that in our view a "middleman" is an individual or firm, having little or no stock, possibly having an office, and who secures a profit by the simple expedient of a few telephone calls, or a limited use of the postal facilities, acting as a contact between producer and user. I state without hesitation that our Federation desires to see any such "middlemen" hounded out of industry.

I now refer to the contention that surveys have proved that the cost of distribution is too high. Obviously, I can speak with authority only of my own section of the distributive industry. So far as my knowledge

goes, the only survey which has come to public comment is the "Simon Report" on distributive costs in the building industry. Here we were a little unfortunate. A limited number of electrical products come within the orbit of that survey, but the electrical distributive industry as a whole, was pilloried as a result. We were informed, as was the world at large, that our margins were too high, our costs excessive, and that the distributors in the United States and Canada working on a gross margin of 8 percent showed us up as dreadfully inefficient.

Being seriously perturbed at this allegation, I went, as most of you are aware, to America to study this wonderful degree of "know-how." And the result, gentlemen. Many of you have read my findings, backed by written evidence from the firms in the industry over there, proving that—so far as electrical products are concerned—there is not an atom of truth in the allegation. More than that—proving that the margins enjoyed by the States and Canadian electrical distributors are far removed from 8 percent, and indeed are in the main considerably greater than our own.

Is the Simon Report then, the survey by which we are to be judged?

I turn now to the first portion of the words of Lord Lucas. "To loosen the grip of those restrictive practices." What is intended by restrictive practices? Restriction of entry into the industry? If that be so, then the contention is quite wrong. We seek no closed shop, provided that the entrant will establish himself as a genuine distributor, in line with the reasonable canons of the industry, and not as the middlemen despised by both Lord Lucas and ourselves.

Does he refer to restrictions on prices? Let it be known that the electrical distributor, operating in a price-maintenance economy, has no hand in fixing the price to the user.

I wonder what Utopian scheme the government had in mind when considering distribution. Frankly, from the various statements one sees quoted in the press, I take leave to doubt whether they have any real understanding of the industry. I propose to give them a little assistance.

In the first place there must be distribution of goods, however accomplished, and no matter what channel be adopted by a particular producer, it will cost man-hours and money. And what is the goal? It is the provision of the required portions of the products of varied manufacturers, delivered at the site of the user, at the specified time of requirement. And the goal is only possible of attainment if those goods are assembled over a period of time at a wholesaler's depot, broken down to the desired quantities, and delivered by him as a unit consignment at the stated time.

It is quite easy to pick out the odd item which can circumvent this program. One might take as an example a length of the rubber insulated cable required by the British Electricity Authority. I make this choice as Mr. H. F. Carpenter of the B. E. A. is beside me, and he can have a smack at me in the interval. Let me assume that he gets his length of cable from a source other than a wholesaler. Can he then say, "there is a job complete"? By no means.

ELECTRICAL WHOLESALING is privileged to present here the text of an address delivered on the occasion of the recent Annual Dinner of the Electrical Wholesalers Federation of Great Britain and Northern Ireland, at the Savoy Hotel, London, by its president, Harry Riley, Director of John Riley & Son, Ltd., Wholesale Electrical Factors, Sheffield, England.

Late in 1948 Mr. Riley made an extensive tour of Canada and the United States, visiting large and small electrical wholesaling establishments in many cities. In his search for factual data on the electrical wholesaling industry in this country he also consulted with many of the members, the officers and the headquarters staff of the National Association of Electrical Distributors.

It was our privilege to have a long visit with Mr. Riley on the eve of his return to England and we were impressed with the acuteness of his observations as evidenced by his comments on the U. S. pattern of the industry. He had found the basic functioning of electrical wholesalers quite alike on both sides of the Atlantic ocean. He could see some advantages in the British system of a price-maintenance economy in which the wholesaler has nothing to do with setting the prices that are to be charged the user. His complaint that British manufacturers were selling as readily in competition with, as well as through the wholesalers, was no more than an echo of the song that many American wholesalers sing.

In his president's speech here reported, Mr. Riley quotes some of the accusations of inefficiency and high costs that members of Great Britain's Nationalization-of-Business Government have made against the wholesaling industry in paving the way for nationalization of the distributive trades. The general character of the "charges" is similar to those that in this country generally precede entry of the United States Government into activities which in a democratic system of free enterprise should be sponsored exclusively by private business.

In these circumstances we feel that Mr. Riley's remarks particularly deserve the careful attention of our readers. Business men of the United States of America no longer dare to consider the term "nationalization" as just another word in the dictionary. They must realize that the ugly shadow which nationalization casts ahead readily can be spotted in Federal legislation already on the books and in other activities which today engage the interest and attention of our present administration.

We thank Mr. Riley for his courtesy in making a copy of his message available for publication in the United States of America. Also we wish him and his associates Godspeed and success in their efforts to preserve—at least for their industry—a pattern of free enterprise in the land of the Magna Carta.

The EDITOR

MR. RILEY PLAYS HOST at a farewell luncheon held at the Pennsylvania Hotel, New York City, N. Y.

He requires in all probability some compression glands, some connectors, an isolator or a switch-fuse, conduit and fittings or catenary wire and suspenders, and then something at the other end, say a starter or a 500 watt fitting. He will probably need a stock, screwing die and guide, and in the last resort possibly a couple of 2 B.A. screws to replace those the workman dropped on the floor and lost.

Is he going to a dozen different producers or to one wholesaler? The answer should be easy.

But it may be said that all the subsidiary items I have mentioned are in themselves enough for the wholesaler to handle. I bring you back to the words of Lord Lucas, "that distribution costs too much." Now it has been proved by United States Census figures that it is only when volume rises that overheads are reduced. If then the governments are sincere in their statement, and I see no reason to doubt that part of it, then most emphatically they should direct all possible business through the wholesaler and thereby enable him to spread his overheads, and so lead to a possible reduction in margin and so eventually to a reduction in consumer price.

And at that point I commend the same thought to many of our manufacturing friends who are with us tonight. If the majority, instead of the few, will cease wasting manpower in selling against us in addition to selling through us, you will assist towards that higher sales volume which will in the end reduce distributive costs.

May I turn to the reverse side of the picture as desired by some of the political spokesmen, the abolition of the distributive trade. Producers would need a colossal increase in man-power in packing staff, in office personnel, in salesmen, in credit departments, in transport vehicles and staff. They would each need to deal with untold thousands of small accounts of whose names they had never previously heard, and of whose credit rating they know nothing. The answer is that it is an economic impossibility. If you were to bring here the entire displaced person population of Europe you would still remain short of man-power for such a scheme. And the cost? African Ground-nuts would look like a change for sixpence scheme.

Some years ago, Mr. Cadbury wrote that without wholesale distribution the price of his chocolate would be precisely doubled and gave his reasons for the statement. I see no reason to doubt his arithmetic. The correctly functioning wholesaler operates on behalf of a large number of manufacturers, and his costs are spread over the products of many, eliminating a duplication of those same costs to all the individual manufacturers.

The wholesaler—the distributor—call him whichever you will, is an integral part of the country's economy. And so far as the electrical industry is concerned, this Federation stands four-square for the fully operative wholesale unit.

Pre-selling ALUMINUM for You!

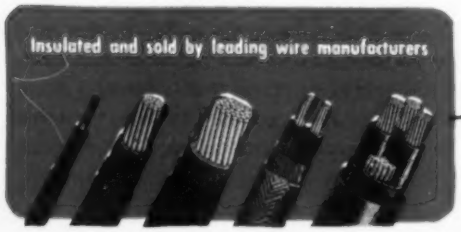
Alcoa's intensive advertising program for aluminum wire and cable is swinging into action with greater impact than ever before!

No less than 29,631,121 sales messages, in trade and technical journals and The Saturday Evening Post, are pre-selling your prospects on aluminum for lower cost wiring. In addition, hard-selling wire manufacturers are promoting their individual brands of insulated wire and cable with Alcoa E.C.* Aluminum conductor.

Alcoa makes light, strong, conductive E.C. Aluminum, which leading wire and cable manufacturers draw, strand and insulate, and sell under their own trade-marks. It's available with needed types of insulation, approved by Underwriters' Laboratories. Ask your supplier about it, or write ALUMINUM COMPANY OF AMERICA, 1442L Gulf Building, Pittsburgh 19, Pennsylvania.

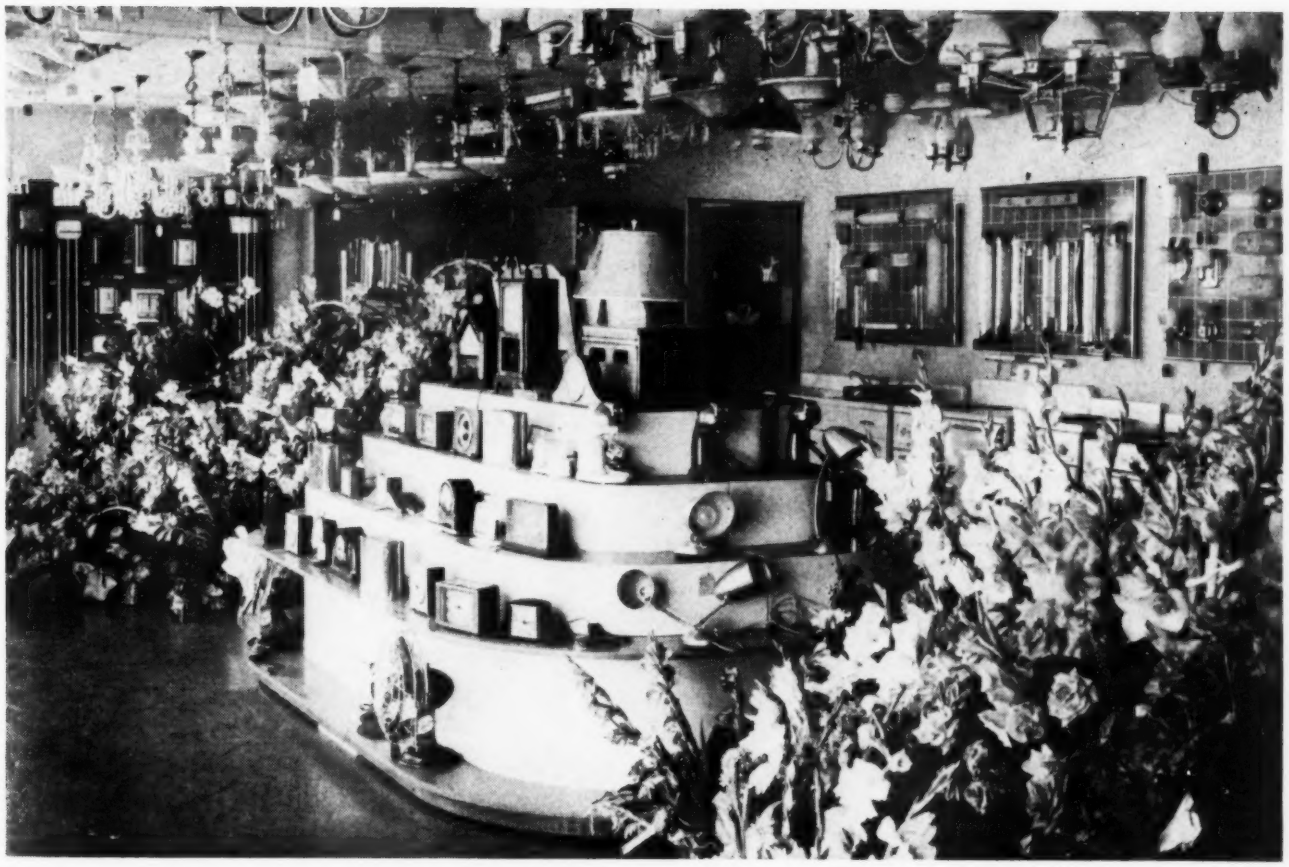
*E.C.: *Electrical Conductor* Aluminum

The BIG difference is in your COSTS!



ALCOA EC ALUMINUM

FOR ELECTRIC WIRE AND CABLE



PERMANENT display room in the new building of Honold and La Page, electrical distributors in Sheboygan, Wis., was effectively arranged and decorated to greet the guests at their recent "Open House and Exhibit."

Distributor's New Headquarters Opened For Service

THE story of success is a story of growth and for this reason Honold and La Page, electrical distributors of Sheboygan, Wisconsin, recently celebrated the opening of their new and larger headquarters in this city with a rousing "Open House" that attracted customers and friends from many miles around.

The "Open House" was selected as the best means of acquainting customers, friends and prospects with the new headquarters and establishing a personal contact with the organization personnel. That it was a decided success can be best judged from the fact that it "played to an audience" of more than 1500 during the four days it was held.

About sixty-five manufacturers were represented in the exhibit booths that occupied the entire first floor and part of the second floor with each booth occupying a space

MODERN is the word for the office equipment with lighting fixtures of various types used not only to furnish high-level lighting but for demonstrating purposes.

PRESIDENT Paul H. Honold (left) confers with Glenn R. La Page, sec. and treas.

"OPEN HOUSE" dedicated this new two-story building where the company has centered its operating activities.

8′ by 6′. This was in addition to the permanent display room set up by the company at the front of the first floor.

Refreshments played an important part in the program with one of the second floor stockrooms being turned into a temporary dining room.

The new building, the first unit to be erected on this site, will be followed soon by the erection of another unit attached to the present one. This move takes the company out of the congested area and furnished adequate parking facilities, two features that are thoroughly appreciated by the company's clientele.

POPULAR spot during the activity was the 50′ by 50′ space on the second floor which was utilized as a dining room and where more than 1500 guests were served.

SIXTY-FIVE MANUFACTURERS displayed their electrical products during the five-night "Open House."

EXHIBITS occupied the entire first floor and part of the second floor area of the new building.

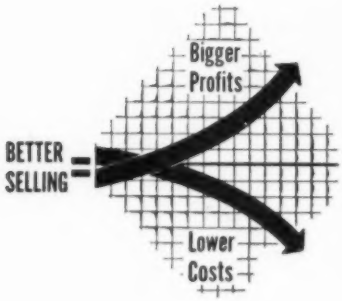
PROFUSION of flowers from guests and well-wishers added considerable color to the event; Messrs. La Page (left) and Honold inspect the floral display in the permanent display room of their new headquarters.

BOOTHS alloted to manufacturers measured 8′ by 6′ and black velvet backs and dividers were furnished.

REPRESENTATIVES of the many manufacturers displaying manned the booths during the exhibit.

"Meet The Brain" says Mr. Mangione

By Guy Ederheimer, Jr.
Executive Vice President
Electric Supply Corporation
Chicago, Illinois



Guy Ederheimer, Jr.

WE CALL it the "BRAIN," because it is to our organization what our individual brains are to our bodies. It is the organizing instrument that records the past, registers the present, and plans for the future; just as our own brains remember the past, perceive the present, and prepare for the future.

Continuing the metaphor, the "BRAIN" controls the voice, the fingers, and the feet of our organization—the ordering, the handling, and the delivery of our merchandise. The "BRAIN" is our Kardex stock control, our perpetual inventory record. It is a keen brain in a business that moves too fast for dullards.

Distant grass always looks greener, but the grass in the electric supply business is really no greener than in any other field of business. Consider our position in the business structure of the Chicago industrial and construction market. Like all others in our industry, we buy electrical products needed by industrial plants and electrical contractors from many manufacturers in all parts of the country in large quantities and resell them to our customers as they want and need them.

We have no advantages of location, price structure, or anything else that cannot be obtained by any competitor. The only compelling reason we can create for doing business with The Electric Supply Corporation is our ability to give customers better service than anybody else gives.

The ability to supply the quantity of each item that a customer needs at the time he needs it is the foundation of our success in winning and holding our customer's good will and patronage. It was with this thought in mind that our President, Larry Mangione, planned and perfected the operation of the "BRAIN" with the able assistance of its manufacturer.

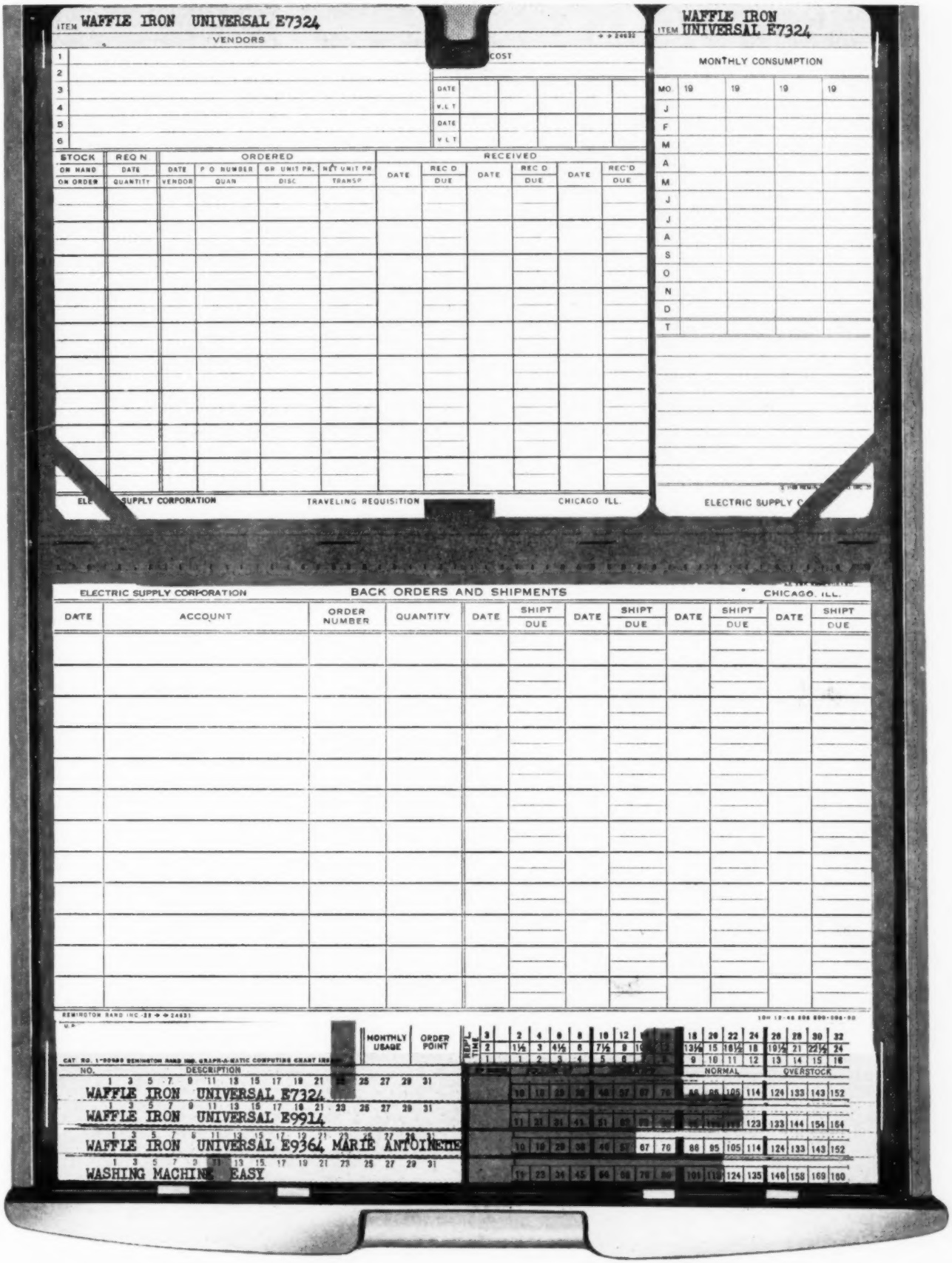
We attach much importance to the "BRAIN." As long as it functions as it should, we can be ready to meet the demands of our customers because we have anticipated their present requirements and provided for them. We know of no way to judge the future but by the past, and we know of no way to provide for the future after it has become the present. The "BRAIN" enables us to foretell the future, because it was designed to do that.

Even under the extremely difficult situation of availability of electrical materials and supplies that existed during the war and continues to exist on some items, the "BRAIN" enables us to meet our customers' needs. There are, of course, situations beyond our control in which we simply cannot obtain what does not exist, no matter what we do. If we cannot boast that we have no back orders, and we cannot, we can at least say that we did anticipate and did cover our requirements though we could not obtain physical possession of what we ordered.

Usually we can fill our customers' requirements, and we can always give them definite word instantly about our ability to meet them. We can do this over the telephone almost without a pause in the conversation, for the "BRAIN" has the right answer instantly. We do not have to guess and we do not have to make a physical check of our stock.

Service is paramount and because replacement periods are often long and none too certain, we have not yet been able to work on the hand to mouth basis that will give

When Showing His Inventory System



SPECIAL INVENTORY CARDS tell a complete story about each item including the stock and order status, order point, follow-up point, normal stock range, disbursements, back orders, receipts, etc. Courtesy of Remington Rand.

as the high turnover and low level of inventories with complete, adequate, and balanced stocks that are our goal. But we are getting closer and closer to that objective. When supply and demand get back into balance, we shall be able to do always what we now do often, because we have and use the "BRAIN."

Frequently, a customer calls in and inquires for three or four items he needs immediately, specifying quantities. While he is talking about these items, the "BRAIN" is flashing back the answers, and our order clerk handling the call says, "O.K., send your truck down, and the order will be waiting for you complete." It will be, too, because as soon as he hangs up the telephone, the clerk will get on the intercommunication system and call the stock clerk on various stockroom floors advising what is needed and they will start the goods moving toward the shipping room in a matter of seconds.

That is the kind of service that counts and the kind that Mr. Mangione demands that customers receive when they need it. That makes The Electric Supply Corporation truly a "Service of Supply."

WHAT THE "BRAIN" IS

The "BRAIN" is the Kardex inventory control record, and its nervous system is the intercommunication and internal telephone systems that link it to the stock floors and other departments. It consists of special inventory cards held in pockets, on which is recorded each item we handle. Each card tells a complete story about one item.

This story starts with the item description which is typed on the visible margin of the permanent title insert and the item stock status and order status, indicated by signals. We use the "Chart that Thinks," for what good is a brain that can only remember?

This shows the order point, follow-up point, normal stock range, and, by means of Graph-A-Matic Control Signal, the number of pieces on hand. A quarter-inch signal over the 1-31 scale shows when and

Larry Mangione, President, Electric Supply Corp., Chicago.

THE BRAIN at Electric Supply Corp. is its inventory control record, a system that controls the ordering, handling and delivery of goods. It is connected with all other departments by means of an intercom. and internal telephone system.

if an order has been placed. At a glance, we know stock condition and when any needed action has been taken to replenish it.

The lower half of the pocket contains a dated record, of receipts, disbursements, and balance on hand. This balance figure is charted by the Graph-A-Matic Control Signal. The upper part of the pocket contains split cards. That to the left is a record of vendors, requisitions, orders, costs, and receipts. To the right of this record is a smaller card that is a four year record, by months, of consumption of the item.

Both these cards, and the one in the lower pocket, as well, are printed alike on front and back to double their life and give us a longer memory than we should otherwise have. If we were in a market in which supply equalled or exceeded demand upon manufacturers, we should not have to make any provision for handling back orders, because we would always have on hand sufficient quantities to meet our customers needs.

However, that is not the present position. Manufacturers often have to contend with uncontrollable situations in their own and in their suppliers' plants. Circumstances, that they are as powerless to control, as we are, force them sometimes to delay shipments or make partial shipments. To deal with back orders, we use an overriding back order and shipment sheet in the lower pocket on which we list back orders and shipments against them. Those interested in the detailed anatomy of the "BRAIN" will find the forms illustrated herewith.

HOW THE "BRAIN" WORKS

When a customer telephones or otherwise places an order, it is written up and posted to the disbursement record, and the Graph-A-Matic Control Signal is reset. Thus the quantity of each item on the order is removed from our inventory though the goods have not yet moved physically out of the shipping room door. As the Graph-A-Matic Signal retracts to the order point, the one man who operates the "BRAIN" sees that an order is due for placement. To save the buyers the time it would take them to review each slide to spot such situations, he inserts a tab over the slide label.

The buyers need look only at these slides when reviewing their stocks and planning their orders. Untabbed slides mean that all stock items included in them are in the normal stock range. This tab stays in place until stock is received and brought back to normal levels. Thus, it serves as a reminder and an expediting medium for the buyers in that it directs them to items which they must follow.

When about to place an order, the buyer—having located the item within the slide by means of the Graph - A - Matic Signal — reviews past experience and either changes or continues the order quantity and initiates an order to cover requirements adequately but not excessively in view of market conditions.

When goods are received against purchase orders, they are entered by date upon the record, and back orders—if any—are shipped. Signals are adjusted to reflect the changed condition, and all goes on as before.

WHAT THE "BRAIN" ACCOMPLISHES

What has been said about the anatomy and physiology of the "BRAIN" make it very apparent what the "BRAIN" does.

It enables the voice (salesmen, order clerk, or buyer) to speak clearly and intelligently to customers and vendors so that they know the facts important to them.

It enables the hands and feet (stock floor clerks, packers, and shippers) to bring together what customers need and start goods on their way accurately, quickly, and without hesitation or lost motion.

It enables management to plan for the future. All this adds up to make The Electric Supply Corporation in fact as well as in slogan a "Service of Supply" to electrical contractors and users of electrical equipment and supplies throughout the Chicago and Midwest industrial and commercial area.

WHEN a customer phones to place an order with Electric Supply Corp., he gets an immediate answer as to availability of stock and delivery shortly after calling.

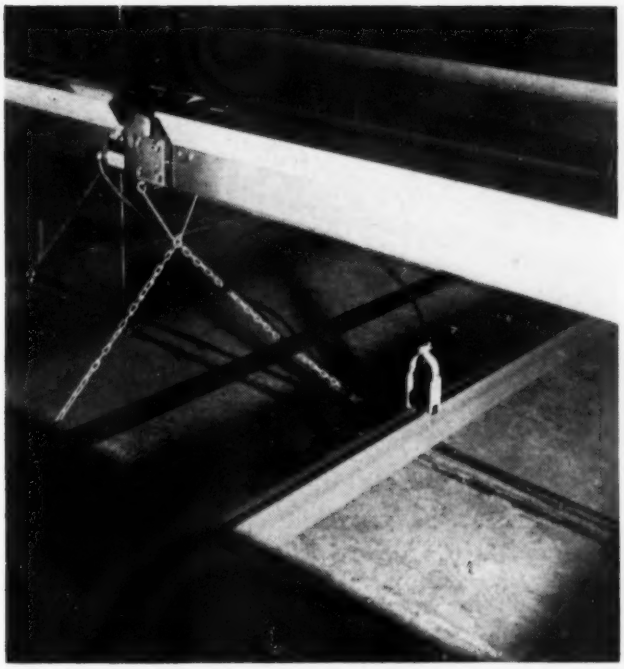
LOUVERS are yet to be installed on the ceiling of the basement area of the store; photo shows fixtures just before louver installation.

SERVICE BAND running across center of photo serves to support one end of louvered ceiling which will hang below fixtures in basement.

The Ultimate In Planned Lighting

FINISHED INSTALLATION in men's shop on main floor shows how lighting is carried out through the store; the lighting level is an evenly distributed 75 footcandles over the entire area. All photos by Sylvania Electric Prods., Inc.

TROLLEY DUCTS, into which the fixtures are plugged, run horizontally across the ceiling and are tied into bus duct feeders and risers.



CLOSE-UP showing how the lighting fixture is suspended from the ceiling and method of plugging it into the trolley duct running directly above.

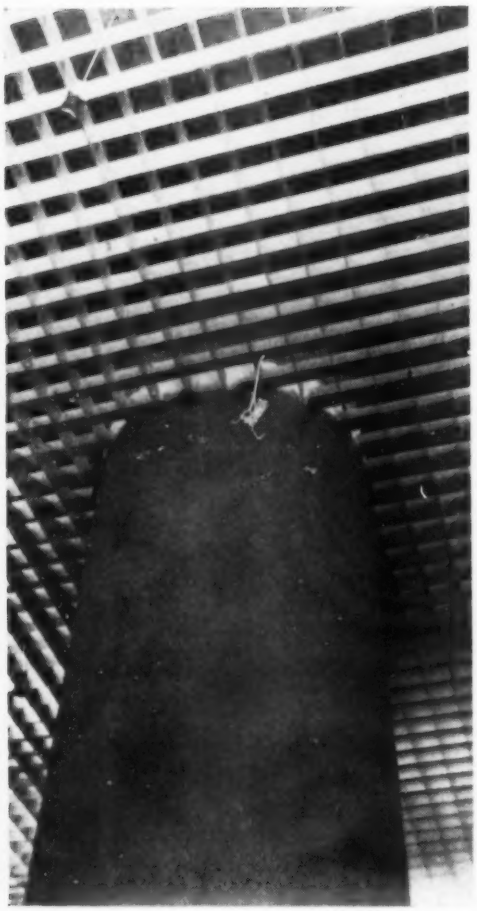
For Maximum Sales and Profits

SECTION of second floor under construction shows ceiling as it appears with and without louvers; note fixture spacing, suspension rods and air conditioning ducts.

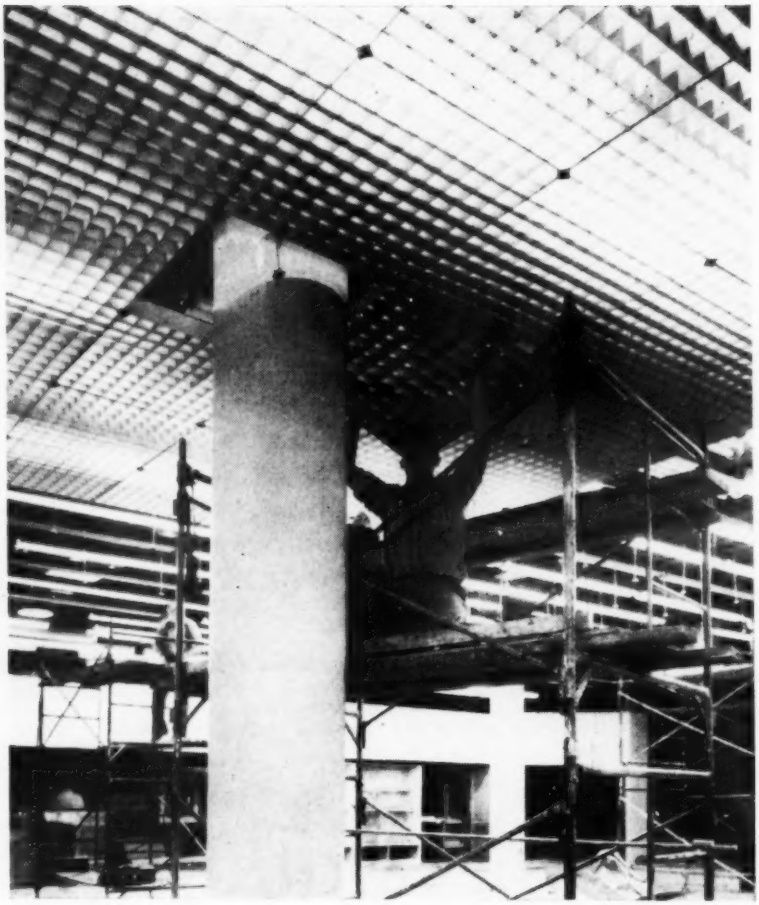
MODERN merchandising methods recognize lighting as one of the most valuable of salesmen and accord it top consideration in any program of building, modernization or alteration.

There is little doubt today but what the field of store lighting is one of the most fertile for sales and one in which a little extra effort on the part of the salesman and all those concerned with the contemplated installation will really pay off. The "little extra effort" actually meaning the amount of work involved between selling another lighting job and selling a Planned Lighting installation.

A case in point is the entirely new and novel lighting recently installed at Herpolsheimer's store in Grand Rapids, Michigan. Known as the "Flexi-Module" ceiling, this louveral installation was designed by George Ely, architect for the Allied Stores, working in close cooperation with Sylvania Electric Products, Inc. Cooperating electrical wholesaler was Eagle Electric Supply Company of Boston and installing contractor was Clement Electric Company of



SECTIONS of the louver cells are snipped from the panels to secure a close fit.

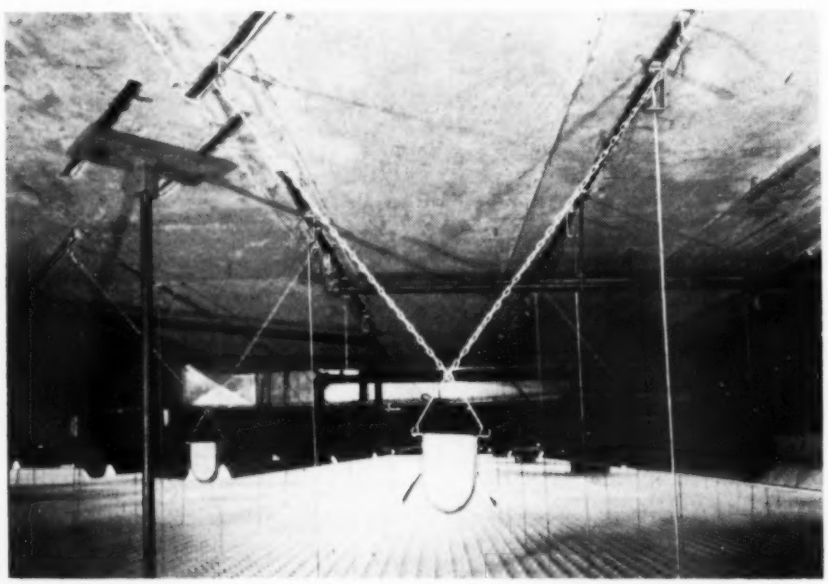


PLACEMENT of louver panels is easily made; 32" square panel fits onto metal stars at the end of 4-ft. suspension rods and slips into place.

the city where the store is located.

As a result of the work of this group Herpolsheimer's has today what is claimed to be the largest area ever to use louvers as part of the installation—350,000 square feet and an installation in which a truly unique method of construction is used.

This unique method, setting a new high in lighting flexibility, involves the use of a trolley duct system, previously used in industrial lighting but never before in commercial installations. At Herpolsheimer's, trolley ducts have been tied into bus duct feeders and risers and spaced 16 feet on centers. To the trolley ducts, lighting fixtures have been plugged in with each fixture plugged separately into an outlet so that it can be turned on and off individually or moved.

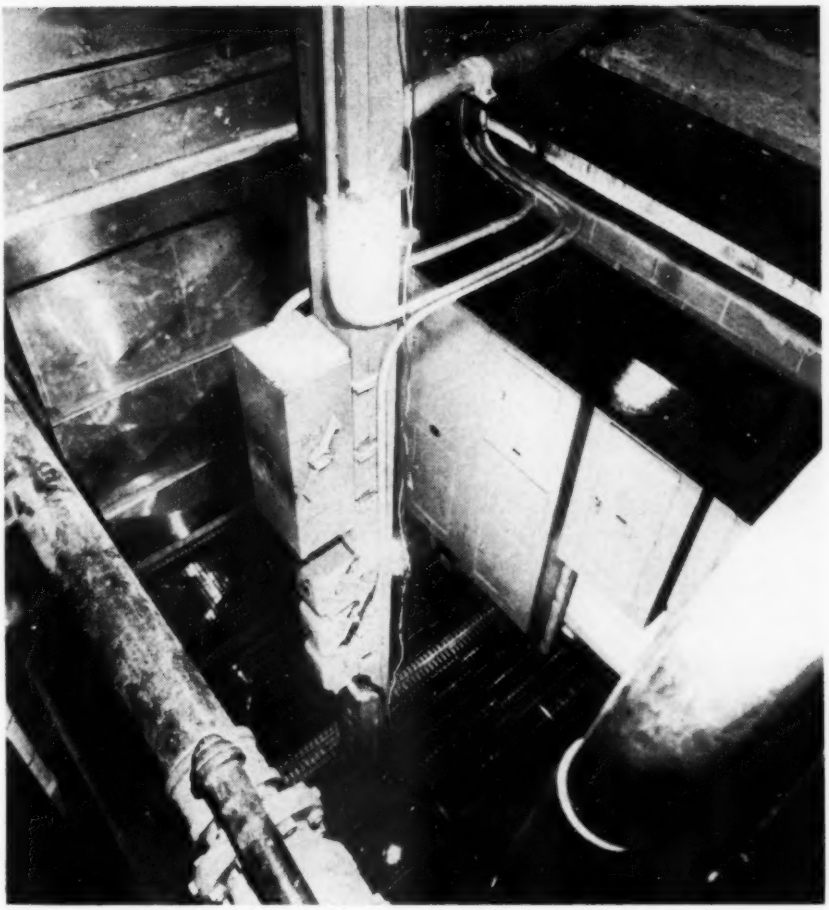


MOUNTING of fixtures is by chain suspension with each unit plugged into an outlet separately so it can be turned on or off, or moved as desired.

Suspension Type Ceiling

The ceiling consists of lighting fixtures mounted in tandem 18 inches above modular louvers. These modular louvers are made of aluminum, measure 32" by 32" and have a cell size of 3"x3"x3". Each panel is supported at the four corners by metal suspension rods which have a leveling device so that the ceiling panels may be adjusted from below with great ease. A support star, support bracket, mounting screw-rod and support assembly plus the louvered ceiling module make up the elements of the ceiling.

At the ceiling end of the hanger rod a star-shaped hanging device



LAST WORD in control equipment is used and here is shown one of the four mechanical cores which centralize maintenance and control of store's utility system.

supports the louvered ceiling. Thus in order to maintain the lighting equipment or change the panel, the panel is merely lifted up from the units and slid over to the adjacent ceiling, permitting entry into the ceiling space.

Merchandising Benefits Accrue

From such a lighting installation, carefully engineered and installed, come many advantages that give ready help to better merchandising.

This system of louveral lighting covers all unsightly projections on the ceiling; hidden from sight are ducts, beams and sprinklers and it creates a panel of light that is evenly distributed over the entire area without the surface brightness that frequently results from conventional type lighting. A high level of lighting is maintained, too, with 75 footcandles being delivered to the sales areas.

The flexibility of this system of lighting is extremely important as it can always meet the demands of the ever-changing patterns of sales areas. With such a system fixtures can be moved about, concentrated or dispersed to meet the changing lighting requirements of different departments, always giving complete lighting control as regards intensity, ceiling luminosity and pattern.

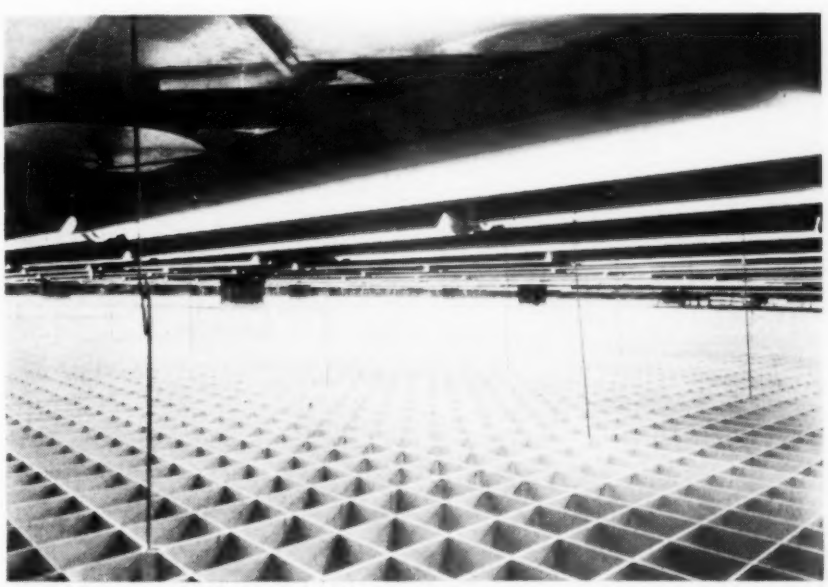
This self-same flexibility has great promotional and seasonal advantages because color and pattern can be introduced into the ceiling when and where desired; environment can be changed readily for seasonal promotion such as beach shops or ski shops.

For highlighting merchandise displays incandescents can also be used —spot, floodlight, color—any of which can be plugged into the trolley system.

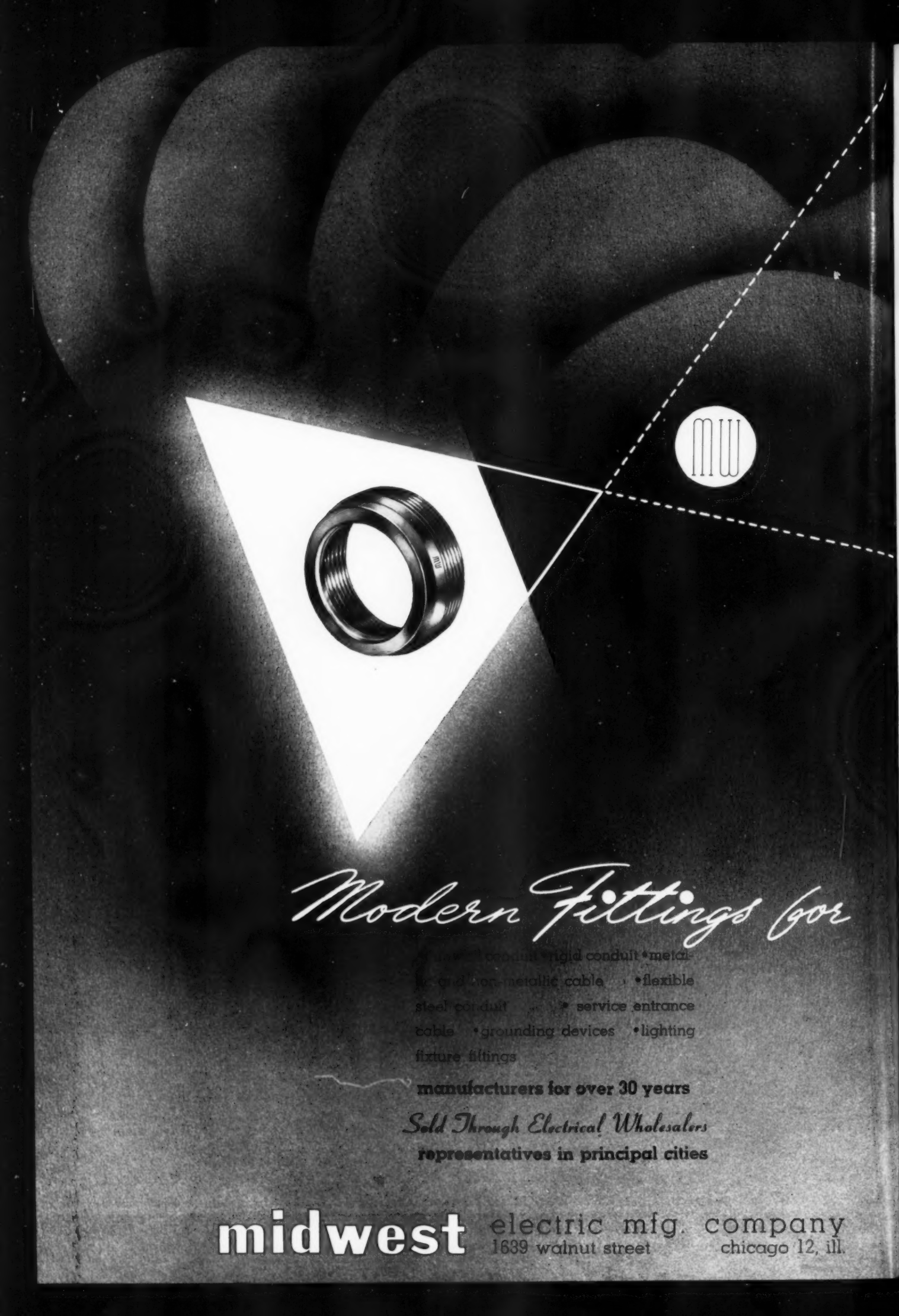
A high degree of maintenance simplification is possible with this type of installation. Accessibility to any area of the ceiling for adjustment or servicing is easily achieved. Repainting of the ceiling area is eliminated by the use of louvers and, since the system is used in conjunction with air conditioning, the panels require a minimum amount of cleaning.

Tools are not required for the adjustment or interchange of panels, because of the simplicity of design and the flexi-module ceiling may be removed and reinstalled in other locations.

Much careful thought and planning went into the design, engineering and installation of this outstanding lighting job. Its highly successful results from the standpoint of more successful merchandising and customer satisfaction are proof positive of what can be accomplished when all segments of the lighting industry work closely together to promote Planned Lighting.



LOOKING ACROSS the top of the louvered ceiling from the mezzanine level gives some idea of the expanse of this lighting installation of 16-foot fixtures.


MW
Modern Fittings for
rigid conduit • metal-
• flexible
service entrance
cable • grounding devices • lighting
fixture fittings
manufacturers for over 30 years
Sold Through Electrical Wholesalers
representatives in principal cities
midwest electric mfg. company
1639 walnut street
chicago 12, ill.

NEW PRODUCTS you can SELL

POULTRY HOUSE LIGHTING TIMER

This timer is designed to increase egg production by regulating the lighting in poultry houses. Use of the time switch, according to the manufacturer, will permit farmers to extend the period of light in poultry houses on short winter days from 8 to 16 hours, thereby stimulating the hens to greater egg production. Three types of lighting are provided by removing or adjusting the riders on the dial of the timer: Early morning lighting; evening lighting; or a combination of both. Unit features a dimming circuit which turns off the bright light and leaves on a dim light for 15 to 30 minutes prior to the final shut-off time, thus enabling the hens to return to their roosts after feeding. Rated 30 amperes at 115 volts, the time switch is timed and operated by a synchronous, self-starting, permanently lubricated motor.

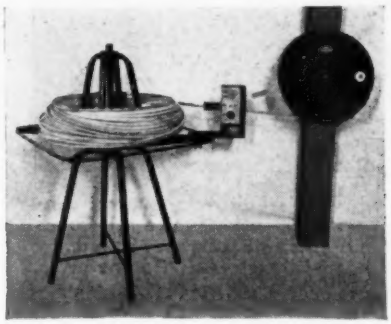
● POTENTIAL MARKETS: Electrical contractors. Rural and commercial buyers. General Electric Co., Schenectady 5, N. Y.

◆

BARHANGER

This all-purpose adjustable barhanger with a snap-on stud is installed between beams or studs without notching or cutting any surfaces. The stud can be positioned at any location along the bar and the switch or outlet box pressed over the snap-on stud. Once the box is snapped-on, a screw is tightened and the assembly is complete. These barhangers come in two sizes adjustable from 12-inches to 24-inches.

● POTENTIAL MARKETS: Electrical contractors. Industrial, commercial and institutional buyers. Fast-Lok Sales Company, P. O. Box 3001, Bridgeport 5, Conn.



WIRE MEASURING UNIT

This wire measuring unit consists of a storeroom reel stand, an 18-in. individual reel and a wire meter. Wire and cable sizes to 1-in. in diameter can be measured and registered up to 1,000 feet. The meter is also available separately.

● POTENTIAL MARKETS: Electrical contractors. Retailers. Commercial and industrial builders. HyKon Manufacturing Co., 163 E. State St., Alliance, Ohio.

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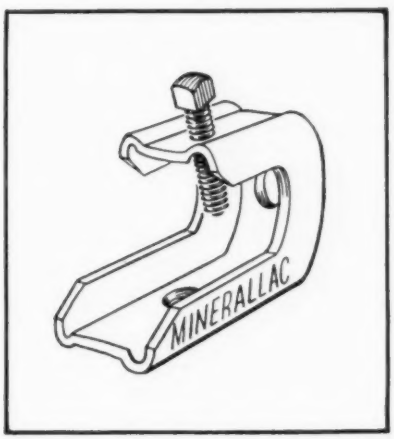
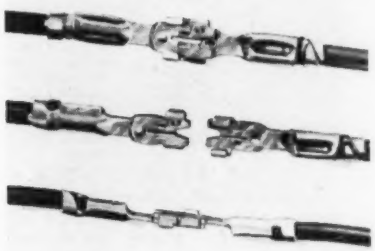


CLAMP

This new type of beam clamp is designed for mounting hangers to I-beams without the necessity of drilling holes. The clamp is made of heavy gauge zinc plated steel. It has 1/4-20 tapped holes and will fit beam flanges up to 1/2 inch thick. Each clamp is furnished with a case-hardened set screw.

● POTENTIAL MARKETS: Electrical contractors. Commercial and industrial buyers. Minerallac Electric Company, 25 Peoria St., Chicago, Ill.



DISCONNECT

Consisting of two identical halves which can be meshed and locked securely by hand, this disconnect will not let go in line of pull and cannot swivel out of connection, according to the manufacturer. Once installed, it can be disconnected by merely pushing each half towards the other. Unit makes a positive electrical connection, and features a brazed barrel and an insulation grip.

● POTENTIAL MARKETS: Electrical contractors. Industrial, commercial, institutional and rural buyers. Recommended by manufacturer for use with relays, signal or elevator equipment, many types of fractional horsepower motors, or any equipment or devices that are demountable or are used in installations where connecting or disconnecting may be expected. The Thomas & Betts Co., Elizabeth, N. J.

◆

LAMP AND STARTER TESTER

This lamp and starter tester will test the following lighting items: 14, 15, 20, 25, 30 and 40-watt fluorescent lamps; FS 2, FS 4 and FS 25 fluorescent lamp starters; mogul single or double filament lamps; and medium base lamps. Adjustable trolley rides back and forth to accommodate various lamp lengths. Unit can be used for portable or permanent mounting and is equipped with momentary circuit-breaking control switch for operating efficiency and the prevention of blowouts. Case is made of 20 gauge steel and finished in baked white enamel with protecting rubber bumpers. Unit weighs 10 lbs. and operates on 120 volts, 60 cycles.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial and institutional buyers. Gould Electric Supply Co., 2015 Jerome Ave., Bronx 55, N. Y.

COMMUNICATION SYSTEM embodies in single unit, two-channel console the provision for communication, radio distribution, voice reinforcement, announcements, time signals and other features required by modern schools and institutions. Webster Electric Co., Racine, Wis.

COFFEE MAKER

Made of a stain-resistant aluminum alloy, this automatic, vacuum-type coffee maker has a full 2-8 cup capacity with cup markings on the inside and outside of the lower bowl. Brewing of coffee is completely controlled—from cold water start to final coffee on a keep warm heat—by a thermostat mechanism. Heating element is housed in a plastic portion of the lower bowl. Permanently attached pouring hinged decanter cover and handle are of plastic.

● POTENTIAL MARKETS: Electrical dealers and residential buyers. Cory Corp., 221 North La Salle St., Chicago 1, Ill.

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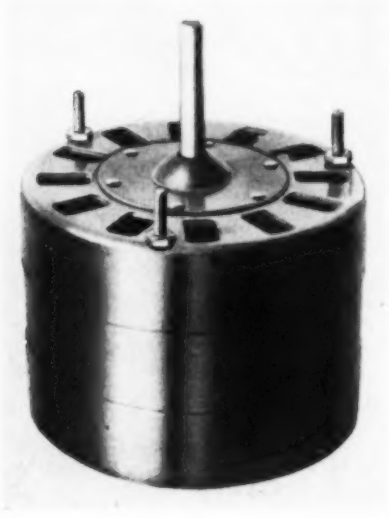
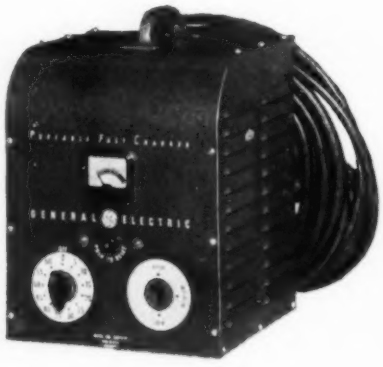


MOTOR

This six-pole fractional hp. motor has an outside diameter of 5-inches and comes in two lengths. Power ratings range from 1/8 hp. to 1/30 hp. at speeds from 1000 to 1050 rpm. when operated at rated voltage. Further speed reductions are possible down to 500 rpm. by the use of choke control coils. With a 3/8-inch diameter shaft extension as standard, the motor is available either for stud mounting from end-cases or resilient base mounted. Either open or enclosed housings can be supplied to meet rating and ventilation requirements. Designs are available for horizontal or vertical operation.

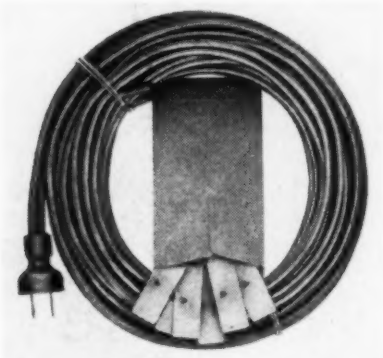
● POTENTIAL MARKETS: Electrical contractors. Industrial, commercial, institutional and residential buyers. FASCO Industries, Inc., Rochester, New York.



BATTERY CHARGER

This selenium-rectifier fast charger for automobile batteries weighs 34 lbs. and is equipped with a carrying handle. Operating on 115 volts at 60 cycles, it draws 12.5 amps. and has a maximum output of 80 amps. which can be maintained for long periods. A circuit breaker and fuse offer double protection against overloading the charger and/or putting the battery on backwards. An ammeter on the front of the blue metal case indicates the charging rate. The charger is also equipped with a timer for setting safe recharge periods and a central switch which regulates the charging rate to overcome varying battery conditions and varying a.c. line voltage. Heavy-duty leads, 16 and 8 ft. long, are provided with the charger.

● POTENTIAL MARKETS: Commercial, rural, institutional and industrial buyers. Recommended by the manufacturer for use as an auxiliary charger by garages, service stations, automobile repair shops, and as an emergency home service charger. General Electric Co., Schenectady 5, N. Y.



ROOF DE-ICING KIT

This roof de-icing kit is designed to prevent water damage to homes from ice and snow. It consists of 60 ft. of lead sheathed heating cable complete with standard plug, shingle clamps for attaching the cable to the roof, and installation instructions. The cable, looped around the edge of the roof, melts channels through the ice, allowing the water to drain away normally. The kit is rated 440 watts and is designed for operation on 110 to 120 volts. One kit will protect from 18 to 20 ft. of roof from ice dams and consequent costly repairs, according to the manufacturer.

● POTENTIAL MARKETS: Electrical contractors and dealers. Residential and rural buyers. Rockbestos Products Corp., New Haven 6, Conn.

When Writing Mention **ELECTRICAL WHOLESALING**

MOTOR STARTER

This manually operated reduced voltage auto-transformer motor starter is designed for non-reversing duty and ranges in size to control motors up to 125 hp. at 220 volts, to 150 hp. at 440/550 volts and 15 to 150 hp. at 2000/2500 volts. The starter provides high starting torque, adjustable voltage taps, under voltage and thermal overload protection, according to the manufacturer. All live parts are enclosed and interlocking prevents the motors from being started at full voltage.

● POTENTIAL MARKETS: Electrical contractors. Industrial and commercial buyers. Recommended by manufacturer for use with two-phase, three-wire or three-phase motors driving pumps, blowers, conveyors, compressors, fans or other machines where reduced voltage starting and manual control are desired. Allis-Chalmers Mfg. Co., Milwaukee, Wis.

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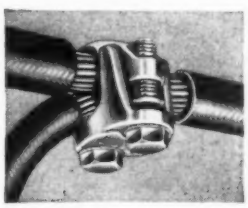
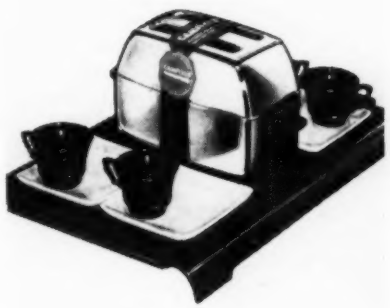


CONNECTOR

This connector may be used on stranded wire and cable from sizes No. 1 to 1000MCM in outdoor and inside locations. The connector features a spiral sawtooth surface on the inside of the body and cap where the wire is held. This serrated surface increases the gripping and holding ability of the clamp, according to the manufacturer. The latter recommends the unit for dead ending conductors which are subject to tension. The connector is made of high strength alloys throughout and is compact and easy to tape. Listed by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors, utilities, commercial, industrial and institutional buyers. Jasper Blackburn Products Corp., First, Madison and Clinton Streets, St. Louis 6, Mo.

TELEVISION RECEIVER weighs 25½ lbs. and features a 7-in. high-voltage tube. Set is operated through three controls on the front of the unit. Plastic cabinet is available in ebony with gold trim or mahogany with gold trim. Motorola, Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.



TOASTER

This automatic pop-up toaster features controls that work from either end of the unit and a mechanism that acts to assure perfect toast by automatically compensating for local voltage fluctuations. The toaster is finished in highly polished chrome. Designed as companion pieces for the toaster are a tray and an eight-piece tea cup and serving plate set.

● POTENTIAL MARKET: Electrical dealers, department or jewelry stores. Gift shops. Camfield Mfg. Co., Grand Haven, Mich.

◆

FLUORESCENT FIXTURE

A fluorescent fixture for ceiling installation features three 18-watt half-circle lamps which are held in place by non-slip holders that tighten on the plastic base of the lamps. A safety stop prevents over-tightening. Finished in chrome, the hexagonal-shaped unit is approved by Underwriters' Laboratories, Inc., and weighs 6 lbs. 3 oz. with a steel back plate.

● POTENTIAL MARKETS: Electrical contractors. Residential and commercial buyers. Homecraft Electronic Products, 1208 S. Kedzie Ave., Chicago 23, Ill.

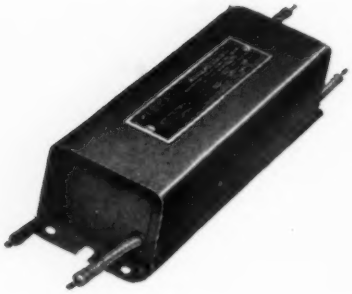
◆

CABLE

Developed to meet the requirements of the interior wiring of farm buildings where ammonia fumes and other corrosive elements had for years shortened the life of wiring materials, this non-metallic sheathed cable has a Neoprene jacket to protect it against moisture, acids, alkalies, oxidation and flame. In addition to the tough outer synthetic rubber sheath, individual conductors are also Neoprene covered for protection against oxidizing elements in junction and outlet boxes. It is available in 14, 12 and 10 AWG, 2 and 3 conductor. Listed by Underwriters' Laboratories, Inc.

● POTENTIAL MARKETS: Electrical contractors. Residential, commercial, industrial, institutional and rural buyers. Recommended by the manufacturer particularly for use in farm wiring. Rome Cable Corporation, Rome, N. Y.

When Writing Mention **ELECTRICAL WHOLESALING**



LAMP BALLAST

A lamp ballast for use with the new 75-watt, 96-inch T-12 slimline lamp has a core made from annealed laminations of silicon steel. Coils are machine wound for compactness, hand finished and impregnated with a special insulating varnish. The assembled core and coil are potted in a heat dissipating compound. The manufacturer claims that this ballast provides an output of 75 watts, 0.425 amperes, a minimum of 700 volts starting and 195 volts operating. With these electrical characteristics the 75-watt, T-12 slimline, 3500-degree white, instant starting lamp can be expected to operate with a 4800 lumen output after 100 hours and an average brightness of 1600 foot-lamberts.

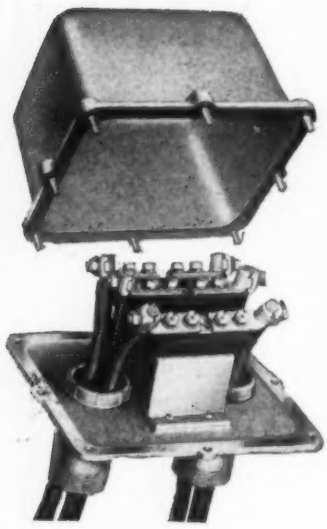
● POTENTIAL MARKETS: Electrical contractors. Industrial and commercial buyers. Acme Electric Corporation, Cuba, New York.

◆

BOX OR FIXTURE HANGER

This 2 in 1 box or fixture hanger enables an electrician to lock the box in the form in the exact position required, and keep it there until the pour is completed. It prevents lost or shifting boxes and keeps concrete out of box and conduit and protects the fine threads in the plaster collars so that wiring device mounting screws may be easily installed without re-tapping. An economy feature of the box hanger permits the use of the hanger again and again, except for the centering clamp.

● POTENTIAL MARKETS: Electrical contractors. Institutional, commercial and industrial buyers. Tomic Sales & Engineering Co., 4864 Woodward Ave., Detroit, Mich.



CONNECTION BOX

This connection box provides an efficient and economical pull point for wire sizes ranging from No. 12 to 1000MCM at 600 volts, according to the manufacturer. The design, requiring no bends in the cable obviates the necessity for using large sized enclosures as required by the N.E.C. and provides a compact device less than half the size of the conventional pull box. Connections are provided for the installation of breathers and drain valves when required. All lugs are of approved solderless type. All phase legs are completely insulated with insulating phase barriers. Integral studs in cover permit quick and easy assembly to conduit plate, while substantial gaskets insure a thoroughly weatherproof installation.

● POTENTIAL MARKETS: Electrical contractors. Industrial, commercial and institutional buyers. Russell & Stoll Co., Inc., 125 Barclay St., New York 7, N. Y.

◆

EXTENSION CORD SET

An extension cord set, with plug, 3-way service block and 18-2 POSJ wire constructed of rubber, incorporates the following features, according to the manufacturer: Plug makes contact in any outlet; solderless internal connection of wire to plug and service block permits pulling and tugging of wire with no damage to cord set; cross-arm contacts within service block are riveted together so that no arcing is possible between them, and they cannot fall out or move out of position. Approved by Underwriters' Laboratories, Inc., the sets are available in standard lengths of 6, 9, 12 and 15-ft. in brown or ivory.

● POTENTIAL MARKETS: Electrical contractors. Retail electrical, hardware, variety stores. Residential, commercial, rural, institutional and industrial buyers. Allied Electric Products, Inc., Irvington, N. J.

VENTILATING FAN

Designed for wall, ceiling, or wall cabinet installation, this 8-in. ventilating fan may be mounted horizontally or vertically and vented into ducts, air shafts, or outside (with its own wall unit). Motor and fan assembly are attached to grille, permitting the removal of entire working mechanism for cleaning. Double automatic shutters and weathertight seal prevent back drafts and sweating. When installed, only the die-cast aluminum grille is visible. Control of fan is by regular wall switch or by manufacturer's 3-speed switch. Unit will displace approximately 500 cu. ft. of air per minute, according to manufacturer.

● POTENTIAL MARKETS: Electrical contractors and residential buyers. Recommended by manufacturer for built-in installation in small rooms where wall space is limited or unavailable, such as dens, powder rooms, kitchenettes, bathrooms, etc. Shepler Manufacturing Co., 1312 Sheffield St., Pittsburgh 12, Pa.

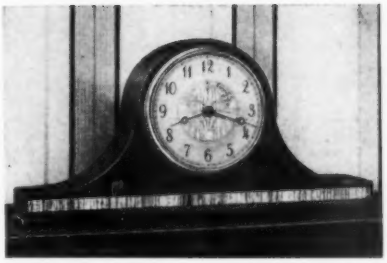
◆

ENTRANCE LIGHT

This entrance light is non-metallic, non-corrosive and non-staining. The entire base is made of plastic which will withstand all weather conditions and at the same time eliminate any possibility of staining the paint near the wall surface to which the fixture is attached. The base measures 4¾-inches. The fixture accommodates a standard 3¼-inch globe and takes up to a 100-watt lamp. A galvanized mounting strap is supplied for convenient mounting.

● POTENTIAL MARKETS: Electrical contractors. Commercial and residential buyers. Union Insulating Co., Parkersburg, West Virginia.

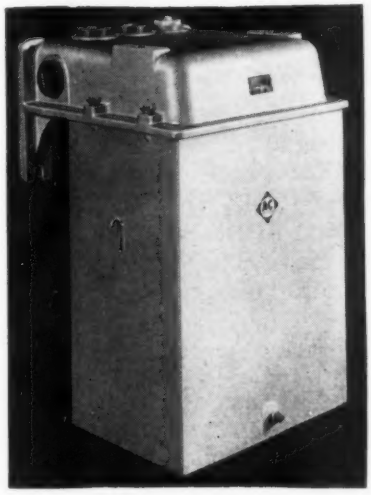
When Writing Mention **ELECTRICAL WHOLESALING**



ELECTRIC CLOCK

This electric clock strikes hours and half-hours, and is designed for use on narrow mantels, bookcases and cabinets. Case is brown mahogany with band in lighter color along base. Hands, numerals and decorative motif on dial are in brown. Clock measures 8-3/16-in. high by 16¾-in. wide and 4-in. deep. Dial is 5-in. in diameter.

● POTENTIAL MARKETS: Electrical dealers and residential buyers. Department, hardware and jewelry stores. Seth Thomas Clocks, Division of General Time Corp., Thomaston, Conn.



STARTER

This wall-mounted, full-voltage starter, with its entire mechanism immersed in oil and sealed from the atmosphere, controls squirrel cage motors and the primary of wound rotor motors of 350 horsepower or less at 2,300 volts. It is actuated by a pilot device, such as push buttons, float, pressure switches, or similar devices. A built-in drum type multi-stage auxiliary switch provides for extra circuits when desired in the control system. Unit is weatherproof and can be used for outdoor installations.

● POTENTIAL MARKETS: Electrical contractors. Industrial and commercial buyers. Recommended by manufacturer for use in chemical, liquid fuel, milling, coal handling and other industries in which corrosive vapors or combusible dust-laden atmospheres are present. Allis-Chalmers Mfg. Co., Milwaukee, Wis.

WHITER THAN WHITE

The Importance of

GOOD LIGHTING

The amazing "Whiter than White" Abolite finish adds a NEW brightness, a NEW efficiency factor to the already popular ABOLITE line of fine lighting units. Designed and engineered to provide maximum illumination on working surface areas, ABOLITE achieves complete satisfaction and top performance—yet all so simply.

We call it "engineered seeing" because it directs "more light where you want it".

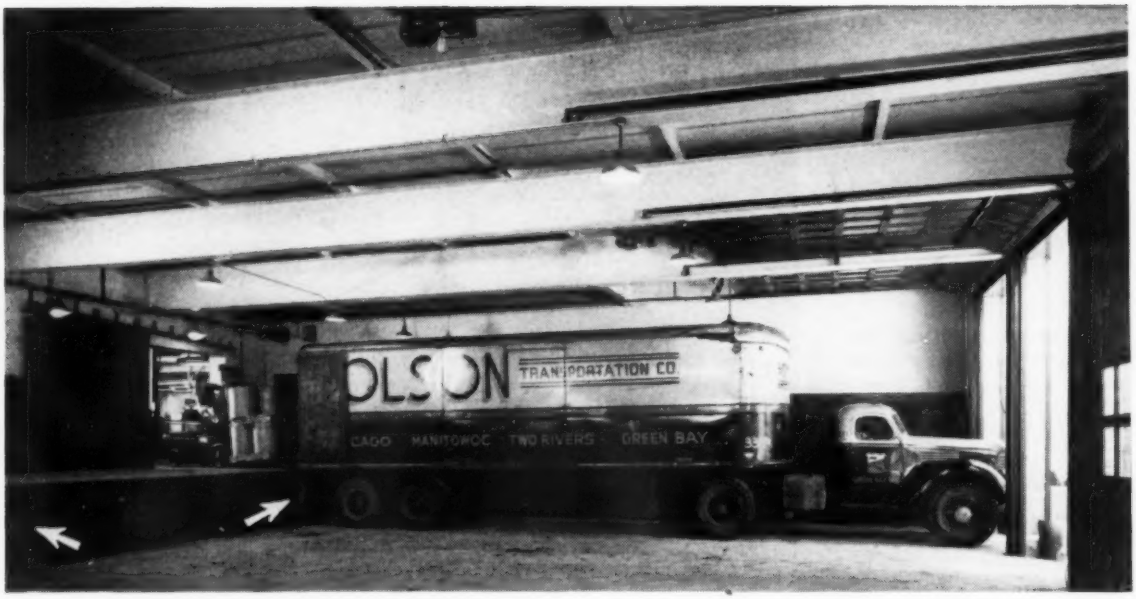
Write for the ABOLITE catalog—a complete line of industrial commercial units for every lighting purpose. Let us help you—SPECIFY ABOLITE—AND GET THE BEST.

SOLD EXCLUSIVELY THROUGH ELECTRICAL WHOLESALERS

THE JONES METAL PRODUCTS CO., West Lafayette, O.

WHITER THAN WHITE

ABOLITE *Lighting*



EXHAUST FANS to carry off dangerous carbon monoxide gas completed this ultra modern loading platform.

Discovering New Uses For Fans Is Both Fun And Profitable

YOU'LL be amazed at the number of special uses that you can discover for fan and ventilating equipment if given a little thought. There are numerous places where this equipment can be used to save valuable time in producing some manufactured item or increasing sales for a store owner or solving a particular ventilation problem.

Try this experiment:

Slip a notebook and pencil into your pocket and for the next few days, jot down all the places that you can think of or see that can use fan and ventilating equipment.

Here are a few suggestions to start off the list.

A manager of a small "hole-in-the-wall" luncheonette found that he was losing a lot of customers during the winter because his windows were steamed up. People would pass by the place because the steamed windows made the store look hot and uncomfortable. By placing a portable fan in the window, the manager kept the glass clear and thus let people passing by see that he had a clean, neat restaurant.

Loading trailers, airplanes and railroad cars in hot summer takes about twice as long as in cool weather because the men doing the loading stop every few minutes to "come up for air." Blowing cool refreshing air into the truck or car permits the men to load at top speed and can save many minutes of valuable time in getting the load on its way.

A great many manufacturing operations include in their cycle of production a cooling-off period for the material with which they are working. For example, candle makers and certain steel products have found that they can save many minutes in the assembling or production of their product by simply speeding up the cooling period with fans.

In a large building high voltage underground cables were run parallel within 5 feet of a new steam line for a distance of approximately 175 feet. In order to prevent a temperature rise in the cable system and resultant loss of capacity, a ventilating system was built between the cable ducts and steam lines. Now the cables deliver full capacity with no danger of getting heated. The ventilation is also utilized, of course, to circulate air in the building.

Libraries, schools and many companies have found that stored books, papers and records are a problem, because paper is affected by light, temperature, humidity, dust and acid pollution. Fans and ventilating equipment can protect books and valuable papers against most of these deteriorating elements.

A department store advertising a sale on outdoor jackets had a spring scene in its show windows with manikins dressed in the jackets. Advertising copy described the jackets as rugged, outdoor protection against winds, rains and cool weather. By placing a small portable fan out of sight but directed at the manikins, the jackets assumed an entirely different look—now they were shown not just draped on a store window model but rather, actually "taking it" in the March winds.

You may be pleasantly surprised at the very worthwhile discoveries that you make and, of course, the worthwhile sales that follow—all, as the result of an investment of a little thinking while making your rounds among regular customers.

News Notes from ~~N.E.W.A.~~ N.A.E.D.

By Alfred Byers

Assistant Managing Director and Secretary
National Association of Electrical Distributors

MORTGAGE CONFERENCE

Your reporter attended a panel conference on "The Open-End Mortgage," conducted one afternoon last month at the Waldorf-Astoria Hotel, New York City, by *Architectural Forum,* magazine of building. Top officials from FHA, VA, and building, manufacturing and loan institutions formed the panel.

Financing the lower priced home building and repair and modernization of existing homes was the topic, with emphasis on the vast market, and the economies of purchase and sale of essential repairs and installation or replacement of electric and gas home appliances, major types which the open-end mortgage provides.

It was apparent, from discussion, that dealers are not made aware of this financing method; and the need to give wide publicity to it for their benefit was stressed. The view of panel members was that the building supplies and appliance industries can cultivate a tremendous volume of sales with the increased use of open-end mortgages.

BL/BS 15TH ANNIVERSARY DINNER

Leaving the open-end mortgage conference, we went over to the Commodore Hotel to participate in the 15th Anniversary Dinner of the National Better Light-Better Sight Bureau held this year as a tribute to Glen Trumbull, retiring as the bureau's managing director—a post he has held since the inception of the bureau.

Merrill Skinner and Geo. Whitwell each gave stimulating talks extolling Mr. Trumbull and the fact that the Bureau is the only industry promotion with a continuous fifteen-year record of activity. That the occasion was unexpected to Mr. Trumbull was apparent from his evident surprise and his reply to the addresses of Messrs. Skinner and Whitwell.

Distributor members of N.A.E.D. were in attendance as were representatives from the various other branches of the industry.

PYLE—A CONTRIBUTOR TO BOOK ON WHOLESALING

The National Association of Wholesalers, in collaboration with the American Marketing Association, have just published a book—"Wholesaling in our American Economy." It is a 220-page special edition of the Journal of Marketing.

Published with the objective of bringing to college and public libraries an authentic account of wholesaling's contribution to the American way of life, this volume is "authored" by national leaders in a number of fields of distribution.

N.A.E.D.'s managing director's chapter on "The Electrical Wholesaling and Appliance Distributing Business in the U. S." is a valuable contribution to the better understanding of the important part played by distributors in getting the myriad of electrical products into the hands of users where and when they are wanted, and in explanation of how the distributor is instrumental in creating the market for the products of the industry.

Copies of the book are $1.00 each, available from the National Association of Wholesalers, 708 Ring Building, Washington 6, D. C.

BASIC SALES TRAINING PROGRAM

Last month N.A.E.D.'s public relations manager Albert Pfaltz, appeared before a group of officials of the National Sup. and Machinery Distributors' Assn., and American Sup. and Machinery Mfrs.' Assn., Inc., at the Westchester Country Club, Rye, N. Y., to discuss the origin and development of the successful EEI—NEWA Basic Sales Training Program. Interested in the possibilities for their own industry, this group desired a demonstration of the material in this program which has proved so advantageous in the training of electrical goods salesmen.

WHAT'S AHEAD?

In view of present conditions in the country generally there has been more than usual interest shown by members of N.A.E.D.'s Appliance Division in this report recently compiled on the 4th quarter 1949 survey of Sales Trend Forecasts for a group of popular types of appliances for the home.

Well over 125 members contributed their estimates out of which were compiled the final national summary and those for each of the association's nine geographic zones. The report was distributed to all members of the Appliance Division last month.

(*Continued from page 37*)

zation must be set up so that salesmen can spend enough time out in the farm area. 2. Service organizations must be increased or rural salesmen trained to install appliances right from the sales truck. Such a trained salesman could also take care of service calls, simple repairs on the job and bring in the equipment for major repairs. The salesman would have to be compensated for such work, but this would not involve the expense of sending a service man out for every call. 3. The selling organization should secure from power suppliers all possible data about the rural areas—the number of customers, appliance saturation, rates, etc. Then looking at maps and from knowledge of trade areas, it determines the number of miles from town that it can profitably sell its products—then it can concentrate on that area. 4. The selling organization advertises in local publications that are read by farm families and on the radio programs that are of most interest to them. It gets to know the county agent, the home demonstration agent and rural service people of the power suppliers and cooperates in their demonstrations, fairs and meetings.

Summing up the problems and opportunities facing the appliance industry, R. L. White, president, Landers, Frary & Clark, told the convention: "The next decade offers tremendous possibilities of growth for this country of improvement in the standards of living for all Americans. Of course for you and for me an improved standard of living means more use of electricity and electrical appliances. Even the intense competition within the industry will bring benefits. From this competition we will have the lowest possible prices and the greatest possible effort to expand the market. The weak and inefficient may not survive but the end result should be greater prosperity."

"It would be hard to find an equally fertile field," P. D. Briggs, vice president, Ilg Electric Ventilating Co., New York, told the convention in discussing the opportunities in the promotion of ventilation. "Most of the markets for electric ventilating equipment are far from the saturation point, in fact, some great potential markets are less than 10 percent saturated," Mr. Briggs said. "The farm, industrial, residential and commercial fields offer millions of prospects now for the sale of electric ventilation and the important point is, that much of this potential business can be brought to a head through the power of selling campaigns put on by the Electrical Leagues represented here today."

The sudden and dramatic growth of the television industry was described by Dan D. Halpin, television sales manager, R.C.A. Victor Div., Radio Corp. of America.

Mr. Halpin pointed out to the league managers and their guests that postwar television began a scant three years ago with 7,000 television receivers in the hands of the public.

Officers Elected

A. H. Kessler, executive secretary, North Central Electrical Industries, Minneapolis, Minn., was elected president of the association. H. P. Wilson, secretary-manager, Electrical Institute of the Tri-Cities, Rock Island, Ill., was elected vice president and J. G. Waddell, managing director, Electric Institute of Boston, Inc., was elected treasurer.

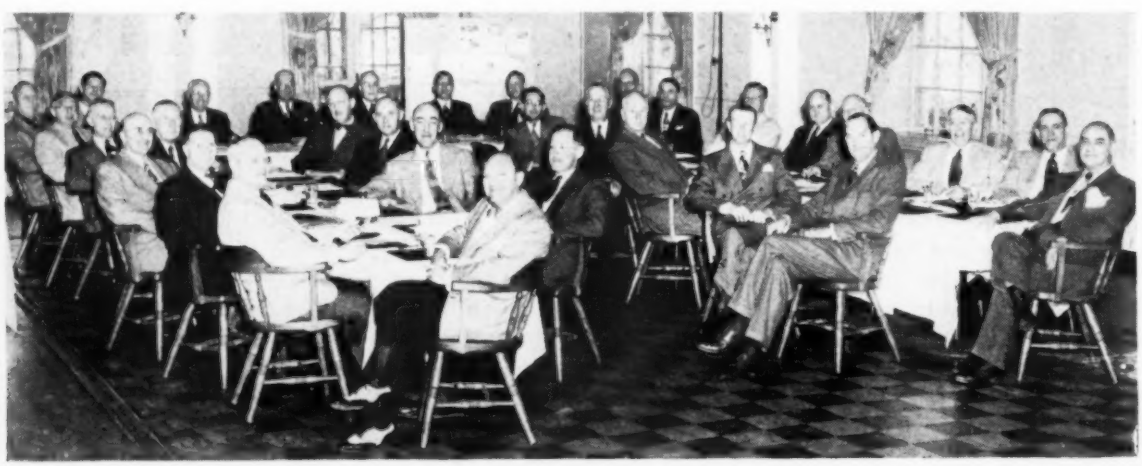
NAED Board Reviews Program Announces Convention Plans

Board of Governors set-up preliminary plans for June Convention and a comprehensive program for appliance division

VIRGINIA BEACH, VA.—Preliminary plans for the next annual convention of the National Association of Electrical Distributors, scheduled for the Convention Hall at Atlantic City, June 12-16, 1950, were announced by the Board of Governors at the conclusion of its three-day meeting held here recently.

President D. M. Salsbury stated that the last convention attendance of more than 2,300 members and guests was expected to be exceeded and that the Manufacturers' Conference Booth Center, initiated last May at Cincinnati, would be repeated and on a bigger scale due to the industry's very favorable response.

Among prominent guest speakers at the general session on June 14 will be Arthur H. Motley, publisher of *Parade Publication, Inc.*, and O. Fred. Rost, editor and publisher of ELECTRICAL WHOLESALING. A highlight at this meeting will be the presentation of a plaque to a selected representative of a Junior Achievement "company," judged to have made the best record in the electrical field, and certificates for members of the J. A. group. This is part of the previously announced N.A.E.D. program designed to encourage



BOARD OF GOVERNORS of National Association of Electrical Distributors meeting at Virginia Beach.

the J. A. movement through the issuance of nine annual scholarships to selected Junior Achievers who plan to enter the electrical industry.

The convention will open on June 12 with two-day sessions of the Apparatus and Supply Division and be concluded on June 15-16 with meetings of the Appliance Division. The former meeting will be addressed by Robert Edwards, president, Edwards and Company, and a past president of NEMA; also N. J. MacDonald, vice president, Thomas & Betts Co.

A special feature in conjunction with the Apparatus and Supply Division sessions, will be a presentation of the latest and most efficient method of lighting which will be sponsored by the Industrial and Commercial Lighting Section of NEMA, of which A. F. Wakefield is chairman.

George F. Smith, president, Norge Division, Borg-Warner Corp., and J. T. Newcomb, sales manager, appliance division, Westinghouse Electric Corp., will be guest speakers at the meeting of the Association's Appliance Division. Another prominent speaker will be announced later.

Among the special events will be the Old Timers dinner. An innovation at this convention will be a father and son gathering for members only. A cocktail party for members and guests will be held on June 14.

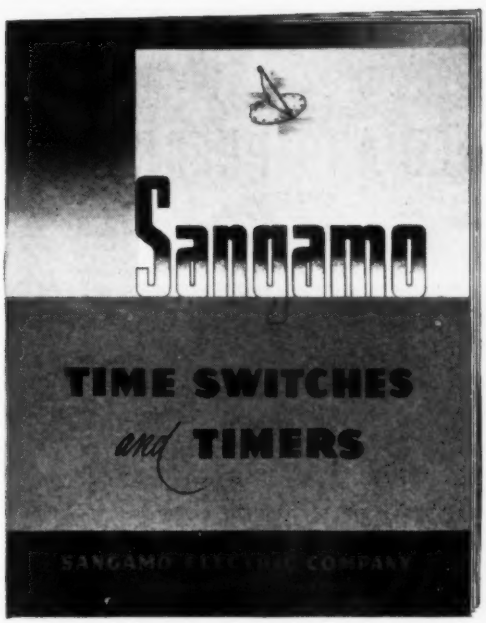
In addition to the lighting presentation, manufacturers will be permitted to display business equipment and procedure systems in an area adjacent to the Conference Booth Center.

During the Board meeting the Association's program was reviewed and steps taken to initiate a comprehensive Appliance Division program which will be announced following the meetings of three Appliance committees in Chicago next January. R. M. Johannesen, vice president and chairman of the Apparatus and Supply Division, reported on the activities of that group, and W. G. Peirce, Jr., vice president and chairman of the Appliance Division, reviewed the program of that Division.

At the closing session members of the Board were urged by Francis Stern, chairman of the N.A.E.D. Junior Achievement Committee, to make every possible effort to introduce and sponsor the J. A. program in their home cities. In an eloquent appeal, Mr. Stern pointed out that executives in the electrical distributing field had not only the opportunity but a personal obligation as citizens and business men to support J. A. work as "one of the best safeguards we could possibly have against Communism." He concluded: "The time has certainly come for us to demonstrate, each in his own way, some 'Senior Achievement' that will by action and deed express our faith in these youngsters."

YOU NEED

This Important New Catalog!



Every time switch user will find practical answers to time control problems in this unusual new 16 page catalog. It contains complete information, specifications, wiring diagrams and prices—everything you need to help you choose the *best* possible switch or timer for your next installation.

Fill out the coupon below for your free copy. No obligation, of course.

SANGAMO ELECTRIC COMPANY · SPRINGFIELD, ILLINOIS

Gentlemen:
Please send my copy of Bulletin 1010C as soon as possible.

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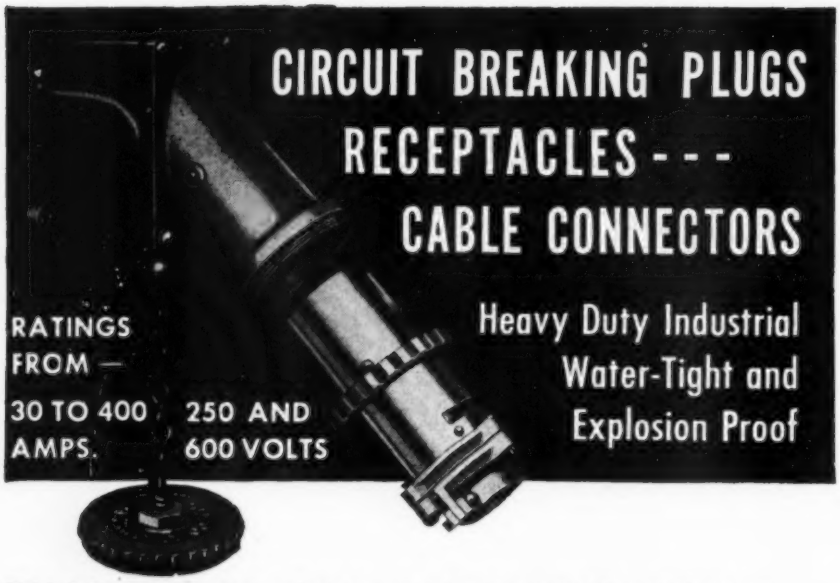


CIRCUIT BREAKING PLUGS RECEPTACLES - - - CABLE CONNECTORS

RATINGS FROM — 30 TO 400 AMPS. 250 AND 600 VOLTS

Heavy Duty Industrial Water-Tight and Explosion Proof

ENGINEERED AND PRECISION BUILT—

FOR SAFE OPERATION

Positive grounding by means of housing and separate contact for safety circuit wire.

Polarized by means of contact arrangement and groove and key in housing. Impossible to insert plug incorrectly.

All contact surfaces are precision machined and adjusted for maximum contact pressure, reducing arcing to a minimum.

Arcing chamber is completely inclosed. Arc is extinguished before plug is completely removed.

FOR LOW MAINTENANCE

Contacts—free floating, self-wiping, stay clean and retain full contact pressure.

Sealed cable grip — no strain on connections. Excludes all dust and moisture.

Ground surfaces and durable oil-resistant gaskets.

Liberal space for wiring, quick and easy access. Facilitates inspection and servicing.

FOR EASE OF INSTALLATION

Substantial external lugs for easy mounting.

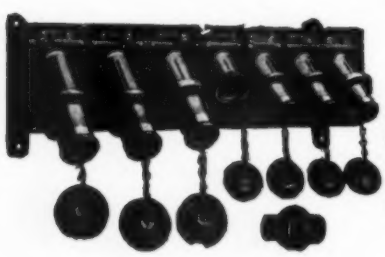
Boxes will accommodate a variety of conduit outlets to suit all job requirements.

Ample wiring space and substantial terminals make wiring easy.

Assembly of interior and contacts requires no special tools.

Interiors do not extend back of covers permits direct assembly to cabinets without internal interference.

A high degree of standardization and interchangeability of parts provides a wide variety of types and sizes to suit every requirement.



SEVEN GANG — Combination of different capacity receptacles.

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RUSSELL & STOLL COMPANY, INC.

Precision-Built Electrical Equipment

125 BARCLAY STREET, NEW YORK 7, N. Y.

Glen R. Trumbull, retiring manager, Better Light-Better Sight Bureau

Glen Trumbull Honored By Lighting Executives

NEW YORK—A well-deserved tribute dinner was held at the Commodore Hotel here recently in honor of Glen R. Trumbull on the occasion of his retirement as managing director of the Better Light-Better Sight Bureau. More than three hundred friends in the electrical industry including executives of leading utilities and leaders in the lighting manufacturing field came from many parts of the country to pay homage to the Bureau's first and only managing director.

With Ralph P. Wagner, commercial manager, New York Power & Light Co., as toastmaster, and Merrill E. Skinner, vice president, Union Electric Co. of Missouri and George E. Whitwell, vice president, Philadelphia Electric Co. as chief speakers, the large attendance congratulated Mr. Trumbull for his great work in the lighting field and wished him well in his new position as president of the "Florida Front Porch Rocking Chair Association."

Mr. Trumbull, who was born in Norwalk, Ohio, in 1884, entered the electrical industry in 1909 when he joined Henry L. Doherty & Co., serving as salesman and commercial manager for several subsidiary companies.

He was promoted to assistant general commercial manager of the Doherty firm in 1915 and remained in this post until 1922. At that time he became associated with the A. E. Fitkin Company as general commercial manager. From 1930 to 1932 he was with American & Foreign Power Company, an Electric Bond & Share subsidiary.

In 1932, Mr. Trumbull was appointed manager of the National Electric Cookery Council, a cooperative organization of electric utilities and appliance manufacturers. He became manager of the Better Light-Better Sight Bureau upon its organization in 1934, and continued in this position until reaching the retirement age.

The dinner also marked the 15th anniversary of the founding of the Better Light-Better Sight Bureau. The func-

tion of the Bureau, the oldest cooperative organization of its type in the electrical industry, is to spread knowledge of the benefits of adequate light as an important element in general health and eye comfort, through the preparation of booklets, films and other materials, all of which employ an educational approach.

Consumer Buying Plans Optimistic, FRB Says

WASHINGTON—The average consumer still has plenty of cash socked away for future spending and a good chunk of it is ear-marked for electrical appliances. The Federal Reserve Board, in a report updating its fourth annual survey of consumer finances, found that recession talk that dominated the first half of the year failed to change consumer intentions to buy.

An increased demand was found for television sets and furniture, which served to offset a slowing down in plans to buy radios, washing machines and ranges. This re-check was made in July at a time when the business outlook was at its darkest and consumers had more cause to sit tight on future buying plans. Since that time, the business outlook picture has brightened considerably.

The Board's experts didn't ask consumers this time how much liquid assets they had to back up their buying demands. But when the regular survey was taken last January, consumers reported large hoards of purchasing power in the form of government bonds or bank accounts. And Commerce Dept. figures show that the savings picture hasn't changed much since.

In fact, in July some 56 percent of all spending units based their decisions to buy on the feeling that their total income this year would be larger than in 1948. (The survey defines a spending unit as a group of people living under the same roof and pooling their incomes for major expenses.)

Nevertheless, the Federal Reserve Board experts were careful to call attention to these small clouds on the horizon:

Roughly, 10 percent of all spending units were seriously affected by the business readjustment—through shorter hours or job layoffs.

Some 35 percent reported that they were making less money this year than in 1948.

But consumer attitudes toward the future are generally optimistic. Even at mid-year, they expressed belief that the economic situation was still good; only 19 percent of those queried thought the U.S. was having "bad times." If psychology means anything at all, this latest FRB report is mighty reassuring.

7½ Times more Brilliance!
WITH 90% OF THE WATTAGE

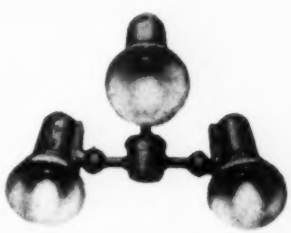
That's how much a 900 W. Stonco Multi-Lite Assembly had over the conventional flood of an ordinary 1000 W. open reflector—according to tests made by a major oil company.*

What's more—Stonco fixtures cost approximately 30% less than ordinary reflectors. Also, a Stonco Unit is maintenance free. And for the wholesaler there is this extra feature, too. Stonco parts are built with Erector Set efficiency. You can stock so much less to build so much more.

*Name on Request

YOURS FREE—A complete chart of test readings comparing 1000 W. of conventional flood with 900 W. of Stonco Flood is now available for your study. It's a terrific sales story you can't afford to miss. Send for it today.

Typical 7 Unit Assembly



Typical 3 Unit Assembly

STONCO
Multi LIGHT SYSTEMS
STANDARD • LITEMASTER • FLOODMASTER
Sold exclusively thru Qualified Wholesalers • Union Made

STONCO
STONE MANUFACTURING COMPANY
489 Henry Street Elizabeth 4, N. J.

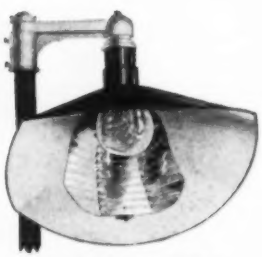
The boss on the job says—

"That's what I call Good Design and Construction"

QUAD LIGHTING

ANGLE REFLECTORS FOR SIGNS

It's easy to see why men who do the wiring are strong for QUAD. Among the things that please the boss is the ease of wiring and the hearty O. K. he gets from customers for all around good installations.



FLOODLIGHTS FOR AREA LIGHTING

You'll find the correct unit for most outdoor lighting requirements in this modern and complete line. You'll also find that these units are flexible in design, fully weatherproof, and that the porcelain finish is permanent.

POST TOP OR PUMP ISLAND REFLECTORS

Make QUADRANGLE your headquarters for your outdoor lighting units and build a more profitable business.

Always refer to the QUAD catalog — it's most helpful. If you haven't a copy write for one.

QUADRANGLE MFG. CO.

32 S. PEORIA ST. CHICAGO 7, ILL.

1000 Delegates At Boston Distribution Conference

BOSTON—Greater productivity, lower costs, better international business relations were among the many subjects discussed at the Twenty-first Annual Boston Conference on Distribution held here recently. Approximately 1000 delegates crowded into the Hotel Statler to hear twenty outstanding leaders in business and government express their views on "Distribution in a Changing Market and World Aspects of Distribution."

The most urgent problem of retailing today, according to Delbert J. Duncan, professor of marketing, Cornell University, is the achievement of greater productivity by employes.

Mr. Duncan emphasized the importance of intensified study of operations and efficiency methods to increase productivity. "There are many methods," he said, "with which retailers can meet this problem: Space utilization and more logical arrangement of facilities and aisle space; creating charts to minimize international travels; reduction of fatigue producing operations; establishment of production standards and wage incentives.

James D. Shouse, president and chairman of the board for Crosley Broadcasting Corp. told the conference that television sets in homes totalled 2,150,000 two months ago, an increase of 2,000,000 in the past two years.

National Farm Conference Scheduled For December

CHICAGO—Plans are nearing completion for the fourth annual National Farm Electrification Conference, which will be held in the Stevens Hotel, Chicago, on Wednesday and Thursday, December 21 and 22, it was announced recently by H. P. Rusk, chairman. Mr. Rusk is dean and director of the University of Illinois College of Agriculture. He also headed the Agriculture Task Force of the (Hoover) Commission on Organization of the Executive Branch of the Government.

Titus B. Schmid, president, Crescent Electric Supply Co., Dubuque, Iowa, is vice chairman.

The conference will be conducted concurrently with the closing sessions of the winter meetings of the American Society of Agricultural Engineers and will follow immediately after the close of the Society's Rural Electrification Section sessions.

As in past years, the Conference is expected to draw approximately 400 farm electrification leaders from across the nation. Delegates include educators from the country's Colleges of Agriculture, representatives of private and public

power, industrialists, farm organization leaders, U. S. Department of Agriculture officials and merchandisers in wholesale and retail fields. Top administrators in each category will appear on the two-day program.

The conference is composed of thirty-two national organizations. All of its officers serve without salary in the interests of furthering the greater use of electricity to the end that agriculture will be improved and the standards of farm families raised.

FTC Establishes Rule For Quantity Discounts

WASHINGTON—The Federal Trade Commission has served notice that it is going to use its authority to fix the maximum quantity of a product upon which a seller may give his maximum quantity discount.

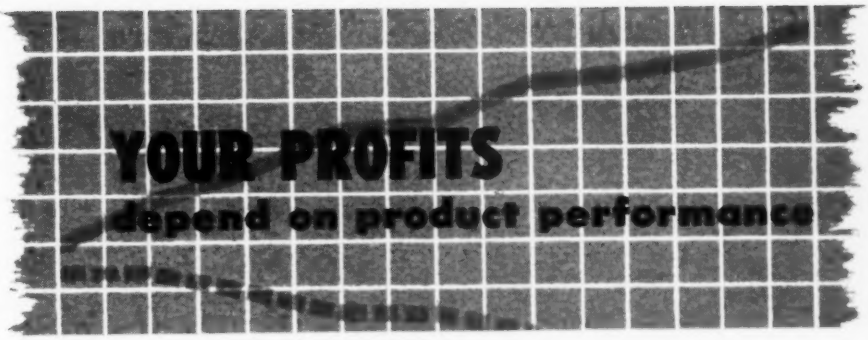
Although FTC's first use of the maximum-quantity section of the Robinson-Patman Act is aimed at manufacturers of tires and tubes, eventually almost any product can be brought under the ruling, if enough small-quantity buyers complain.

FTC has told manufacturers of tires and tubes that a carload of 20,000 pounds is the maximum quantity of tires and tubes upon which differentials in price, because of quantity, may be granted. It means that buyers of 2 or 5 or 50 carloads get the same quantity discount as the buyer of a single carload.

This is the first time FTC has used this authority—even though the agency has had it ever since the Robinson-Patman Act was passed in 1936. The announcement of the ruling touched off immediate reactions, and the tire industry executives indicated they would fight the action through the courts, if necessary.

The maximum quantity section of the act reads as follows: "The Federal Trade Commission may, after due investigation and hearing to all interested parties, fix and establish quantity limits, and revise the same as it finds necessary, as to particular commodities or classes of commodities, where it finds that available purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminatory or promotive of monopoly in any line of commerce; and the foregoing shall then not be construed to permit differentials based on differences in quantities greater than those so fixed and established."

The proposed rule, which the FTC has labeled a "draft rule" is almost certain to become official. There seems to be little doubt that as soon as FTC has made the rule stick, independent distributors and retailers will ask for such a rule on other products and commodities.



Poor Fuse Performance Kills Steady Repeat Profits

Your customers may have switched to other protective devices because the renewable fuses they were using failed to hold on certain circuits. Pierce builds into its renewable fuses a lag concentrated in the 100% to 200% range—the working range of a properly protected circuit—the range of safe operation and maximum production.

Pierce Fuses Designed to Blow When Danger Threatens

The overload range above 200% is the danger range—the area of shorts and grounds—yet this range is where many fuses claim lag protection. Other fuses blow unnecessarily at 135% overload. Pierce "Balanced Lag" absorbs harmless surges, keeps motors running and insures safe operation of equipment . . . within the entire safe working range.

Product Performance • Satisfied Customers • More Profits

And, Pierce Fuses stay on the job when others fail because heat accumulated within the fuse is quickly dissipated through Pierce "Screen Venting." Lock-washer connections and tubular bridge construction prevents generation of heat due to loose connections and ambient heat is carried away as fast as it is generated.

If your customers want economical, trouble-free operation—without expensive, annoying shutdowns—Pierce is the answer. Only Pierce has "Balanced Lag" and "Screen Venting"—the two features that guarantee safe, continuous operation.

When you handle Pierce Renewable Fuses you handle the *best* in renewable protective devices. You keep your customers satisfied and insure yourself of steady, profitable repeat business.

PIERCE

For Forty Years, Specialists in the Design and Manufacture of Fuses

RENEWABLE FUSES, INC.

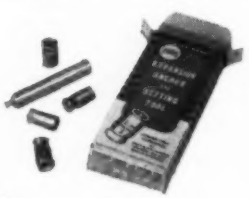
145 Pacific Avenue ★ Buffalo 7, N. Y.

PAINE COUNTER MERCHANDISERS

Do a BIG BUSINESS in a SMALL SPACE

Automatically sell the home fix-it market

Paine self-selling display merchandisers take up little room on your counter yet they do a big selling job for you. These colorful displays quickly attract the attention of the home handy man. And once he catches sight of the amazingly versatile Paine Devices he's sure to buy. For with Paine Hanger Iron, Toggle Bolts and Expansion Anchors he can do most any hanging or fastening job about the house in less time with less effort.



CONSUMER FOLDER DESCRIBES USES—The front of each counter merchandiser contains a quantity of descriptive folders that graphically portray many of the uses for Paine products and help increase their sales.

NATIONALLY ADVERTISED—Paine Devices are advertised to the trade in a continuing program and to the consumer in *Better Homes and Gardens.*

SEND FOR THIS NEW CATALOG

Send today for your free copy of the Paine catalog containing a description of Paine's complete line of Hangings and Fastening Devices.

The PAINE CO. 2979 Carroll Ave., Chicago 12, Ill.

Offices in Principal Cities

The Best Craftsmen Always Take PAINE'S

Chicago Show Attracts 155,000 Eager Visitors

CHICAGO—Exhibitors, comprised of manufacturers, distributors and wholesalers in the television and electrical goods field, found spectators visiting their displays at the Second Annual Television and Electrical Living Show held here recently, enthusiastic beyond all expectation.

The show, which was held at the Chicago Coliseum, was sponsored by the Electrical Association of Chicago and was attended by 155,000 visitors.

Wholesaler Harry Alter, president, Harry Alter Co., and chairman of the show, declared: "The outlook for good business is 100 percent brighter than any expectations voiced weeks before the show opened." He pointed out that television prices seem stabilized down to where reductions seem impossible under present labor and materials costs. The price levels at this show are on an average $100 lower than corresponding models exhibited in 1948.

In addition to the television displays many new labor-saving and leisure-producing home appliances were shown.

The great success of the show held this year has prompted the executive board of the Chicago Electric Association to announce that the Third Annual National Television and Electrical Living Show will be held September 29 through October 8, 1950.

NAED Issues Television Manual For Dealers

NEW YORK—The television dealer's problem of installation and service has been analyzed and presented together with recommended procedures in a comprehensive 16-page "Manual of Experience" published by the National Association of Electrical Distributors, formerly the National Electrical Wholesalers Association.

In announcing that the new television manual for dealers is now available to retailers and others in the industry, Charles G. Pyle, managing director of NAED, pointed out that this manual, which follows one prepared earlier for the association's members, deals with every important aspect of the subject. It is "intended to act as a guide to prospective television receiver dealers or as an instrument through which existing dealers can improve their present mode of operation."

Among subject headings in the manual are: Selling the set—facts and pitfa'ls; dealer responsibility; factors affecting the service setup; direct dealer service; service company; liability; service problems; installation problems; multi-chan-

nel problems; and qualifications for technicians.

The manual was prepared under the direction of NAED's Service and Repair Parts Committee. The association announces that dealers and others in the industry may order their copies through the headquarters office. Copies are 25 cents each (prepaid). Address the National Association of Electrical Distributors, 500 Fifth Avenue, New York 18, N. Y.

John P. White Joins Gilbert Brothers, Inc.

PORTLAND, Ore.—Gilbert Brothers, Inc., electrical wholesaling firm with headquarters in this city, recently announced that John Patrick White has joined the staff of its lighting fixture division here in the capacity of lighting sales engineer. Mr. White formerly was manager of the lighting fixture department of the North Coast Electric Co., Inc., of this city.

Trumbull Electric Co. Observes 50th Birthday

This is a banner year for Trumbull Electric Company for it marks the company's fiftieth year in the electrical manufacturing industry.

The occasion was observed with many special events including an "Open House" recently held at the home office and main plant at Plainville, Conn. More than 3000 people attended the affair and inspected the company's manufacturing and office facilities.

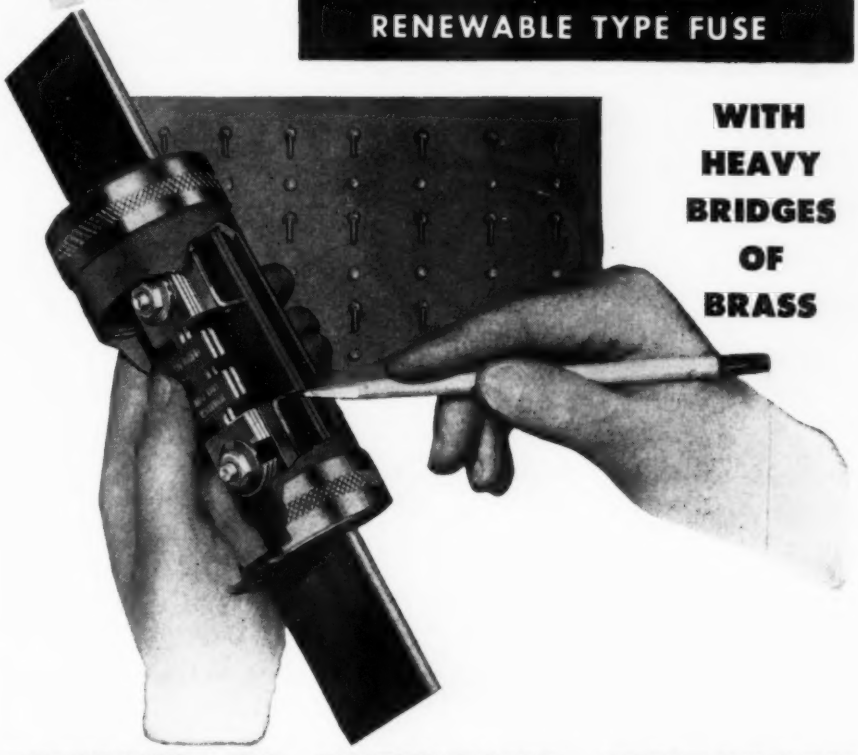
Another outstanding feature of the anniversary celebration was the sales school for Trumbull distributors and wholesalers. This was held in two locations; at Hartford, Conn., on October 13 and 14 for eastern representatives, and at Cincinnati, Ohio, on October 24 and 25 for the central and western representatives.

Since Trumbull sells exclusively through electrical distributors, the purpose of the sales schools was to create a closer manufacturer-distributor relationship by giving courses of instruction on products—their sales features, how to price them, how to apply them, marketing problems, sales promotion methods and warehousing.

Highlight of the celebration was an anniversary banquet held at the Hartford Club, Hartford, Conn., by the company's present management in honor of the original founders of Trumbull. Special tribute was paid to John Trumbull and Henry Trumbull, who started the business in 1899, and to Frank Wheeler and Stanley Gwillim, both of whom joined the Trumbull brothers shortly after.

NEW

Monarch HEAVY DUTY RENEWABLE TYPE FUSE



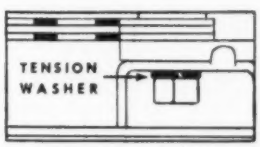
WITH HEAVY BRIDGES OF BRASS

DESIGNED TO WITHSTAND TEMPORARY EXTRA HEAVY OVERLOADS

Approved by Underwriters Laboratory

Cool . . Truly Aligned . . Maximum Use of Brass . . . Adding up to Lower Power Waste Than Ever Before! *And Here's How!*

This new heavy duty fuse incorporates many time-tested Monarch features. The newest, — thick brass bridges widely separating the terminals from the fiber bar and made with ventilating holes— allow *maximum dissipation of any internal heat.*



The Monarch method of locking these bridges securely to the terminals and fiber bar, together with Monarch's positive lock construction and compressed tension washers, insures *permanent true alignment.*

Monarch RENEWABLE Fuses

. . . IMPROVED SERVICE PER DOLLAR INVESTED

SPECIFY Monarch FOR SUPERIOR FUSErvice

MONARCH FUSE CO., LTD.

118 E. First Street Jamestown, N. Y.

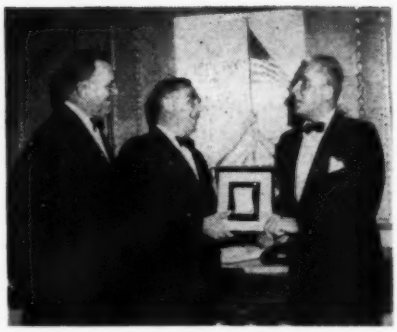
Here's a sales feature that really sells! All the dealer has to do is push the button and let his customers hear it. Cathedral Tone is not just a talking point—it's a basic change in tonal character. It's warmer, friendlier than any chime you ever heard. The difference lies in Liberty's unique Resonance Magnifier, an ingenious device that brings out the lovely timbre and mellow overtones of a true cathedral chime. Miles ahead competitively, with that $8.95 price tag.

What's more, Liberty's Cathedral Tone Chime operates perfectly through 200 feet of wire on any standard 10-volt bell transformer. Sounds two notes for the front door, one for the rear.

We're talking up the Liberty Line to your customers, in magazines like *Electrical Merchandising* and *Hardware Age*, and to your customers' customers in *Better Homes and Gardens, American Home,* and *House Beautiful.*

Write for current catalog.

Liberty Bell MANUFACTURING CO.
MINERVA, OHIO
SINCE 1924
DOOR CHIMES, BELLS, BUZZERS, TRANSFORMERS, SIGNALING DEVICES



PLAQUE representing a "1949 American Brotherhood Award For Distinguished Civic Service" is presented to Dwight R. G. Palmer (right), president of the General Cable Corp., by Senator Brien McMahon (Dem., Conn.) on behalf of the National Conference of Christians and Jews. At the right is Charles E. Wilson, president of the General Electric Co., who spoke at the recent dinner where the presentation was made. Mr. Palmer received the award for pioneering efforts in establishing, at the Perth Amboy, N. J., plant of General Cable, a "pilot operation in the study and cure of bias."

Fan Manufacturers Assn. Announces Incorporation

DETROIT—The National Association of Fan Manufacturers was incorporated September 1, 1949, under the laws of the State of Michigan as a voluntary, nonprofit organization and the name changed to National Association of Fan Manufacturers, Inc., it was announced recently.

Organized in 1917 under the name of The Fan Manufacturers' Credit Association, the organization's name was changed to National Association of Fan Manufacturers in 1919. The activities of NAFM, Inc. cover standards, engineering, safety, transportation, statistics, manufacturing and other industrial problems.

Swartzbaugh Appoints Sales Promotion Mgr.

TOLEDO, OHIO—Richard R. Fowler has been appointed sales promotion manager of the Swartzbaugh Manufacturing Co., of this city, according to a recent announcement by Roy J. Baunach, general sales manager.

Previously, Mr. Fowler had been operating his own management counseling business with practice limited to sales and merchandising. He was formerly merchandising manager of the Owens-Illinois Glass Co., and prior to that had been regional sales manager for the Procter and Gamble Co., Cincinnati, Ohio.

Former Wholesaler Joins Leader Electric Company

CHICAGO—J. A. (Joe) Tills has joined the Leader Electric Co., fluorescent lighting equipment manufacturer of this city, it was announced recently. Mr. Tills formerly was manager of lighting sales for the Hyland Electrical Supply Co., electrical wholesaling firm here, and prior to that was district lighting supervisor for the Westinghouse Electric Supply Co. A member of the Chicago Lighting Institute, Mr. Tills has been active in lighting engineering for 16 years,

Unistrut Names Griffiths Assistant Sales Manager

CHICAGO—Spencer R. Griffiths has been appointed assistant sales manager of the Unistrut Products Co., of this city, according to a recent announcement by J. P. Heslin, Unistrut sales head.

Mr. Griffiths was formerly associated with Joseph T. Ryerson and Son Incorporated, in charge of stainless steel sales in that company's Midwest district.

Farm Electrification Is 78.2 Percent Completed

Farm electrification in the United States has reached 78.2 percent, an increase of 9.6 percent over last year, the U. S. Department of Agriculture announced recently in releasing the Rural Electrification Administration's annual unelectrified farm survey.

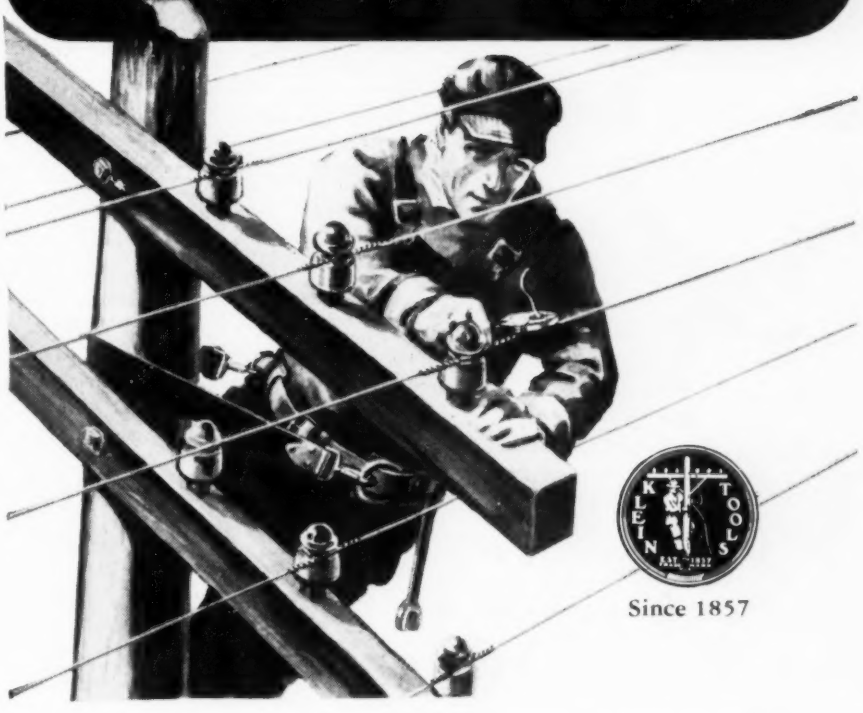
The increase is the largest recorded in a single year for the REA-financed cooperatives. It brings the total electrified farms in the United States to 4,582,016. The annual unelectrified farm survey is based on the 1945 Farm Census which reported 5,859,169 farms in the United States. Of the record-making number of connections made during the year, an estimated 77 percent were made by REA-financed cooperatives and other borrowers.

Business-managed utilities are rapidly reaching a saturation point in providing electricity to rural dwellings in their areas. By 1951, central station companies expect rural connections will be very close to 100 percent and electric service will be available to all but the most isolated dwellings. There has been a gradual tapering off in the expansion of lines by utilities as they reach near saturation in some areas. However, there has been increased activity in heavying-up lines already in operation and served by business-managed utilities.

When the REA was established in

The man on the pole will tell you—

KLEINS



KLEIN TOOLS

Since 1857

If you know linemen, you know they want the finest in quality when it comes to equipment. Not only does their job depend on it—many times their lives do.

It is the reputation of nearly a century in designing and manufacturing the finest in linemen's equipment that has won Klein its position of preference with linemen and electricians everywhere.

It is easy to make equipment that looks like Kleins. It takes years of experience plus extensive manufacturing facilities to make equipment that performs like Kleins.

Today you are assured prompt delivery on all Klein products. Be sure your pliers, climber straps, safety belts and other items carry the Klein trade-mark—famous for quality "since 1857."

ASK YOUR SUPPLIER
Foreign Distributor:
International Standard Electric Corp., New York

The Klein Pocket Tool Guide showing the Klein line and containing useful tool information will be mailed on request.

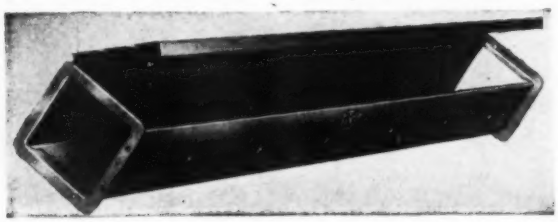
Mathias KLEIN & Sons
Established 1857 — Chicago, Ill., U.S.A.
5200 BELMONT AVENUE, CHICAGO 18, ILLINOIS

WHERE TO BUY ELECTRICAL EQUIPMENT

Buy electrical equipment here at Keystone where you really get your money's worth. Prices are attractive to you and to your customers as well.

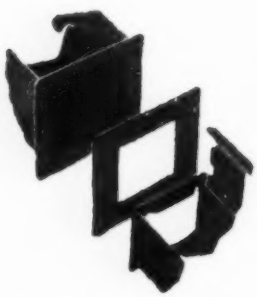
Send for catalog and price sheets —
you'll be interested in making the extra profits offered.

All Keystone products are Underwriters Laboratories approved.



SQUARE WIREWAYS
Flanged Type with hinged cover

Choice of 4" x 4" or 6" x 6" sizes in 1' to 5' lengths. Hinged cover provides easy access to wiring. With and without knockouts. Black enamel or baked aluminum for coastal areas. All from stock. All same price.



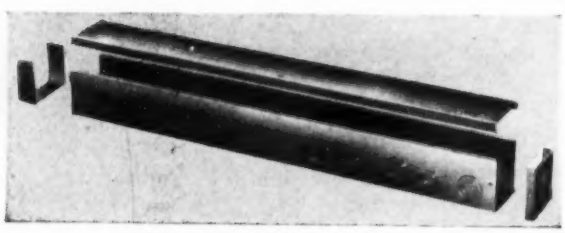
WIREWAY REDUCING BUSHINGS

Heavy metal 7½ in. square with 4 in. opening in middle providing easy way of effecting reduction in Wireways from 6 in. to 4 in. size.

SQUARE WIREWAYS
Flangeless Type with screw cover
4"x4" and 6"x6"

With ½" to 1½" knockouts spaced alternately every 3". End plates have knockouts to accommodate pipe up to 2½". Also available without knockouts. Black and baked aluminum. Same price. Immediate delivery on small types 1' to 5'.

ANY SPECIAL SIZE WIREWAY MADE UPON REQUEST



OCTAGON OUTLET BOXES

Mounted on bars—straight, shallow, or deep. Available with twin knockouts ½", with Romex or BX cable clamps.

COMBINATION BOXES
Provided with both ½" and ¾" knockouts.

OUTLET BOX COVERS
Two sizes—4" and 3¼"

CLEAT HANGERS
Provided with 2 slots permitting box to be bolted directly to hanger.

OLD WORK HANGERS
Flat bar type.

All items stocked and ready for immediate shipment. Special sizes made upon request.

SALES REPRESENTATIVES. **A few good territories still open for experienced men.**

KEYSTONE MFG. CO.
23328 Sherwood Road • Center Line (Detroit), Mich.

1935, only 10.9 percent of the nation's farms were electrified. Of the farms connected to power lines since that time, approximately 57 percent are now getting electric service from REA-financed facilities.

This year's survey shows that each of eleven states has more than 95 percent of its farms electrified. Seven states have fewer than 1,000 farms without electric service while only nine states have more than 50,000 unelectrified dwellings, according to estimates based on the number of farms enumerated by the 1945 census.

Experience indicates, according to REA, that as the electrification of rural America progresses, the job of reaching the remaining unserved farms becomes more difficult. Most of the remaining unelectrified farms are in "thinner" areas where sparse population, topography or economic conditions constitute obstacles of considerable magnitude.

REA points out, however, that the objective of area coverage service is a basic policy in REA financing. Under this policy, borrowers endeavor to make service available on the same terms to all establishments within their service areas.

REA's annual survey is required by the Rural Electrification Act. The survey

LEGAL NOTICE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

(Title 39, United States Code, Section 233)

Of Electrical Wholesaling, published monthly at Chicago, Illinois, for October 1, 1949.

1. The name and address of the publisher, editor, managing editor, and business manager is: Publisher, McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., New York 18, N. Y.; Editor, O. Fred Rost, 330 W. 42nd St., New York 18, N. Y.; Managing Editor, William C. Pirie, 330 W. 42nd St., New York 18, N. Y.; Business Manager, W. W. Garey, 330 W. 42nd St., New York 18, N. Y.

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3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

McGRAW-HILL PUBLISHING COMPANY, Inc.
By J. A. Gerardi, Secretary.

Sworn to and subscribed before me this 20th day of September, 1949.

[SEAL] ELVA G. MASLIN.

(My commission expires March 30, 1950.)

is made annually to provide a basis for the REA Administrator to carry out the provision of the Act which requires allotting to the states, in proportion to the number of unelectrified farms in each state, one-half of the loan funds made available annually by Congress. For the fiscal year ending June 30, 1950, $350,000,000 in loan funds was authorized by the Congress; therefore, $175,000,000 will be allotted or apportioned among the various states on the basis of the survey. The funds so reserved are kept available to meet specific loan application from the respective states during the fiscal year.

The remaining $175,000,000 authorized and the approximately $45,000,000 in carry-over funds from fiscal 1949 authorizations, is available without state allotment, except that no more than 10 percent of these unallotted or so-called "discretionary" funds may be lent in any one State during the year.

For 1950, an additional $150,000,000 was authorized by Congress for use if and when the Secretary of Agriculture certifies that these additional amounts are required during the year for the expeditious and orderly development of the program. If these additional amounts are requested, they will be allotted in the same proportion as the basic authorization for the year.

The following table gives the number of farms with central station service as of June 30, 1949:

State	Number of Farms Electrified	Percent of Farms Electrified	Number of Farms Unelectrified
U. S. Total	4,582,016	78.2	1,277,153
Alabama	174,080	77.9	49,289
Arizona	10,965	83.4	2,177
Arkansas	137,140	69.0	61,629
California	131,870	94.9	7,047
Colorado	42,957	90.2	4,661
Connecticut	22,130	99.5	111
Delaware	8,857	95.3	439
Florida	46,769	76.5	14,390
Georgia	193,449	85.6	32,448
Idaho	40,501	97.6	997
Illinois	189,336	92.7	14,903
Indiana	172,795	98.2	3,175
Iowa	180,043	86.2	28,891
Kansas	86,557	61.3	54,635
Kentucky	154,130	64.6	84,371
Louisiana	92,337	71.4	36,958
Maine	32,917	78.0	9,267
Maryland	38,753	93.8	2,562
Massachusetts	35,520	96.0	1,487
Michigan	170,081	97.0	55,187
Minnesota	149,500	79.1	39,452
Mississippi	129,473	49.1	134,055
Missouri	148,523	61.1	94,411
Montana	23,462	62.2	14,285
Nebraska	60,917	54.5	50,839
Nevada	2,164	65.1	1,265
New Hampshire	17,794	94.7	992
New Jersey	25,684	97.9	542
New Mexico	15,561	52.4	14,134
New York	141,473	94.6	8,017
North Carolina	240,209	83.6	47,203
North Dakota	25,334	36.4	44,156
Ohio	219,227	99.4	1,348
Oklahoma	92,288	56.0	72,502
Oregon	62,705	99.3	420
Pennsylvania	160,583	93.5	11,178
Rhode Island	3,516	97.6	87
South Carolina	116,087	78.6	31,658
South Dakota	26,613	38.7	42,092
Tennessee	154,233	65.8	80,198
Texas	301,746	78.4	83,231
Utah	21,279	80.8	5,043
Vermont	22,076	83.3	4,414
Virginia	146,617	84.7	26,434
Washington	77,146	96.6	2,741
West Virginia	65,516	67.1	32,084
Wisconsin	162,802	91.6	14,943
Wyoming	8,301	63.5	4,775

NOW - You Sell

LIFETIME HEAT

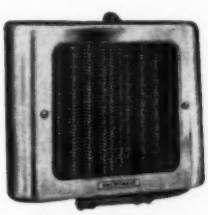
When You Sell ELECTROMODE!

THE amazing Lifetime Heating Element built into every Electromode All-Electric Heater means maximum profit for distributor and dealer. Service troubles due to element failure are eliminated because, with the minimum of care, Electromodes practically last forever! And customers' complete satisfaction with a heater that *always* puts out an abundance of fan-circulated heat—within a minute—*for as little as 1c an hour,* can't be equalled by any other heater on the market! Approved by Underwriters' Laboratories.

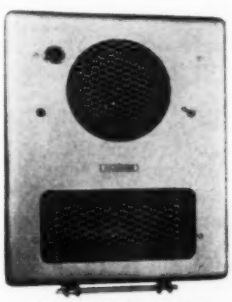
The Electromodes featured below are leaders—nothing can touch them for real values. Read their specifications and you'll agree that ELECTROMODE'S THE LINE FOR '49!

THEY'LL WANT THESE ELECTROMODES . . .

Model PJ-13 Electromode



Model WJA-13 Electromode with automatic heat control



Model WA Electromode with automatic heat control

ORDER THEM NOW

Model PJ-13 PORTABLE

Lifetime heating element; safety switch; separate fan switch. Size: 13" high; 11½" wide; 7" deep. Weight: 16 lbs. 1320 watts. 110 volts AC. 4435 BTU.

Model WJA-13 Automatic SMALL-ROOM HEATER

Builds into the wall. Lifetime heating element. Front plate size: 11½" x 12⅞". 1320 watts. 110 volts AC. 4435 BTU. In chrome or white finish. Also available non-automatic.

Model WA Automatic DOWN-FLO

Bilt-in-Wall type. Lifetime heating element. *With or without built-in thermostat.* Front plate size: 17" x 21". Four capacities from 1500 to 4000 watts —5122 to 13,660 BTU. 230 volts AC.

Write Dept. EW-119 for Sales Aids and Complete Line Information

ELECTROMODE All-Electric HEATERS

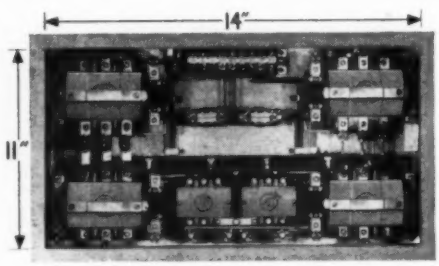
ELECTROMODE CORPORATION • 45 Crouch St., Rochester 3, N.Y.

World's Leading Exclusive Manufacturer of All-Electric Heaters

New ARROW AH HART TYPE "RA" MAGNETIC STARTERS

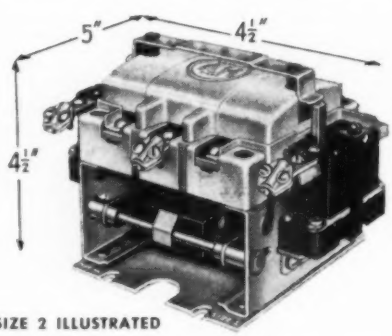
Versatile IN APPLICATION IN PERFORMANCE

Control panel only 14" x 22" for woodworking machine, features four AH Size 2 Starters and one Size 1 Reversing Starter. The unique centerline wiring plan is possible only with AH motor controls, ½ size of conventional starters.



EXCLUSIVE RIGHT ANGLE BALANCED MECHANISM SAVES SPACE • CUTS COSTS • IMPROVES LAYOUT

Arrow-Hart knee-action bellcrank fulcrum transfers leverage from vertical to horizontal plane — multiplying the leverage and increasing contact pressure. Greater power, finer balance and versatility due to amazing fail-safe balance mechanism are yours in the compact design of smallest starter on the market. Easy to wire and service. New type contacts and arc-resistant Plaskon Alkyd base and hood.



SIZE 2 ILLUSTRATED

RATINGS:	SINGLE PHASE VOLTS		MAX. H.P.	POLYPHASE VOLTS		MAX. H.P.
SIZE 2	110	220	3 — 7½	110	220	7½ — 15
	440	550	10	440	550	25
SIZE 3	110	220	7½ — 15	110	220	15 — 30
	440	550	25	440	550	50

ALSO AVAILABLE IN SIZES 0 AND 1 IN LOCAL AND REMOTE CONTROL OR SELECTOR SWITCH TYPES.

CONTROLS and APPARATUS FOR *Outstanding* PERFORMANCE

ARROW AH HART

WRITE TODAY FOR LITERATURE
1611 HAWTHORN STREET
HARTFORD 6, CONN.

ARROW-HART

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY
HARTFORD 6, CONN., U.S.A.

Large Turnout Expected For Refrigeration Show

ATLANTIC CITY, N. J.—Practically all the facilities of this well-known convention and resort city on the Atlantic Coast have been taken over for the Sixth All-Industry Refrigeration & Air Conditioning Exposition to be held this month.

The Hotel Traymore will be headquarters for executives and members of the Refrigeration Equipment Manufacturers Association.

The Claridge Hotel will be the official hotel for the Refrigeration Equipment Wholesalers Association, which is holding its 15th annual meeting during the exposition. The Refrigeration Service Engineers Society will headquarter at the Ambassador and Ritz-Carlton Hotels, and will hold its 12th annual convention concurrently with the first three days of the show. The Refrigeration and Air Conditioning Contractors Association is holding its 4th annual convention during the show with headquarters at the Ambassador Hotel.

Other associations having official headquarters are the Air Conditioning & Refrigerating Machinery Association at the Chalfonte, the National Commercial Re-

DUAL PURPOSE LAMP CHANGER

SAFE . . . No falls from ladders or shaky boxes . . . keep both feet on the floor and change those hard-to-reach bulbs!

EFFICIENT . . .

Rubber Changer-Heads available for all size screw type base lamps . . . slides over bulb and grips it firmly . . . a twist of the wrist and that dead bulb is out!

2 IN 1

BASE REMOVER

Reverse the Changer-Head on the Sectional Pole and the tapered base becomes a Broken Base Remover!

SAFE . . . No danger of shocks or cut fingers from bulbs which break off in the socket!

EFFICIENT . . . Tapered end of rubber Changer-Head fits snugly inside broken lamp base . . . twist the pole and friction brings it out!

HANDY . . . Sectional Poles in 4 and 6 foot lengths can be fitted together to reach hard-to-get-at bulbs up to 30 ft.

Write for literature and Jobbers' Price List.

Chadsey Corporation
P. O. BOX 1858 - HARTFORD 1, CONN.

frigerator Sales Association at the Ambassador, and the National Electrical Manufacturers Association at Haddon Hall.

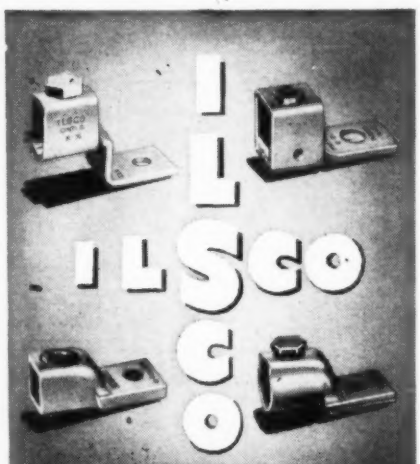
Roebling Co. Opens New Building In Cincinnati

TRENTON, N. J.—John A. Roebling's Sons Co., of this city, recently announced the opening of a new office and warehouse located at 3253 Fredonia Avenue in Cincinnati, Ohio. W. K. Hanna, former head of Roebling's Pittsburgh branch, will serve as manager.

Louvers Sealed In Glass Introduced By Corning

A new form of louver lighting has been announced by Corning Glass Works, Corning, New York.

The new medium is manufactured as a thin (⅛-inch) pane of transparent glass. Throughout its length and depth are engrained, by means of a photographic process, white opalescent vanes in symmetrical, criss-cross pattern. The panes resemble embedded vanes of white paint but in reality are nothing by photographic images. When in use in a light fixture, according to Corning lighting engineers,



CONNECTORS
ACCESSORIES

SOLDER LUGS
SERVICE CONNECTORS
FUSE CLIPS
TERMINALS
SHADING COILS, ETC.

NEW 80-page catalog now ready showing over 2,000 Ilsco items in color.

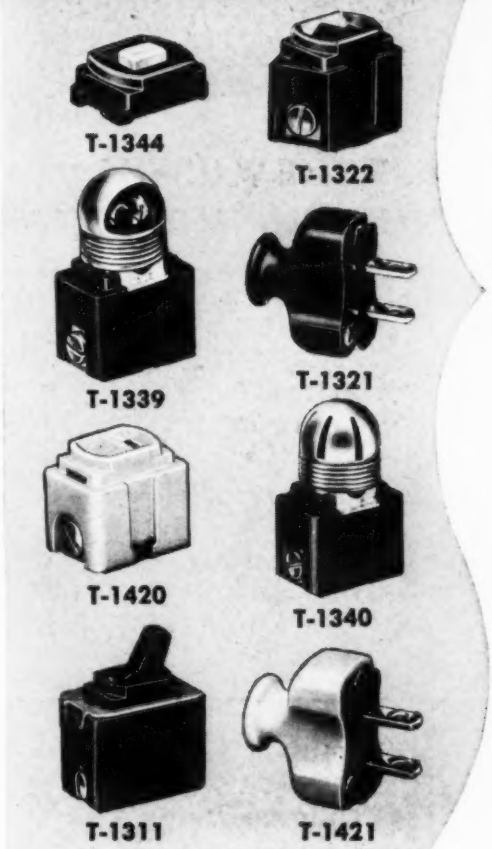
WRITE FOR CATALOG TODAY

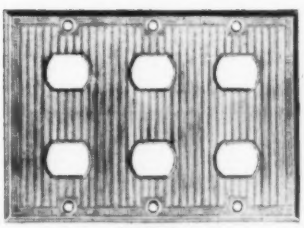
ILSCO COPPER TUBE & PRODUCTS, INC. CINCINNATI 27, O.

Always . . . THE RIGHT COMBINATION

INTERCHANGEABLE DEVICES

with UNILINE TRADE MARK PLATES





92023

Use these units for compact, practical installation of multiple-wiring devices into one gang. With UNILINE plates, in Ivorylite or brown Bakelite, any combination desired can be installed quickly — right on the job. Switches, receptacles and pilot lights can be easily interchanged. The line provides innumerable combinations for attractive 1-Gang installations for 2 or 3 units at a saving of material and labor.

LISTED AS STANDARD BY UNDERWRITERS' LABORATORIES, INC.

Branch Offices at: Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Syracuse.

SEE OUR LISTING IN SWEET'S ARCHITECTURAL FILE

CALL YOUR NEARBY ELECTRICAL JOBBER FOR PROMPT SERVICE

Write today for catalog data sheets on these and other Arrow Wiring Devices.
Address: 1611 LAUREL STREET
HARTFORD 6, CONN.

WIRING DEVICES — ARROW ELECTRIC DIVISION — ENCLOSED SWITCHES

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY
HARTFORD, CONNECTICUT

For Complete Flexibility and Ease of Installation

COMPLETE 5-LAMP ASSEMBLY

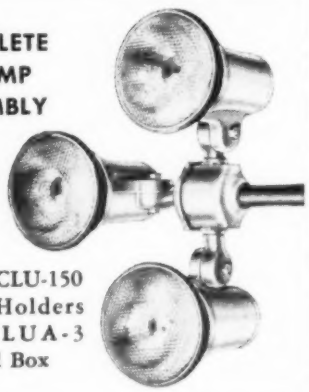
USE THE AUSTIN ALUMINUM CLUSTER LIGHTS!

CLUSTER SPLICE BOX

CLU-5

6 tapped holes, 2 plugged. Built-up center post keeps screw from wires. Self-centering hole in post for easy screw insertion.

COMPLETE 3-LAMP ASSEMBLY



3 No. CLU-150 Lamp Holders with CLUA-3 Terminal Box

2 INCH POLE FITTER

CLUA-21

Slip fit adapter for 2" pipe, with set screw and ½" close nipple.

CLUSTER TERMINAL BOX

For upright or horizontal position—one, two, or three lamps. Can be used on top of CLU-5 splice box for 7-lamp combination.

CLUA-3

CLUSTER LAMP HOLDER WITH ASBESTOS GASKET FOR PAR-38 LAMPS

150 Wattall-aluminum lamp-holder. Back plate easily removed for socket replacement.

CLUSTER SPLICE BOX FOR 7 LAMPS

CLU-7

Body with 7 drilled holes, 5 in top and 2 plugged in back.

WRITE FOR INFORMATION AND PRICES

The M. B. Austin Company

NORTHBROOK, ILLINOIS

this material allows direct illumination to pass through, at the same time blocking direct light angling to the side. The translucence of the louvres, however, creates a gentle diffusion of indirect light at side angles. Thus, glare is eliminated due to the 45-degree light cut-off possessed by the new glass louvers.

G.E. Appoints Three In Consolidated Division

BRIDGEPORT—Three new appointments in the newly consolidated wiring device and accessory equipment division of the General Electric Co.'s Construction Materials Department were announced recently.

G. E. Wickman, manager of the division, has appointed George S. Alcorn as his staff assistant. At the same time, T. D. Foster, manager of sales for the division, named F. C. Dazley as sales manager of wiring device sales and H. A. Rawson as sales manager for accessory equipment sales.

Mr. Alcorn has been with General Electric continuously since 1910, and previous to his present appointment, was sales manager of the wiring device division.

Mr. Dazley first came to G.E. in 1928

The Jiffy Line

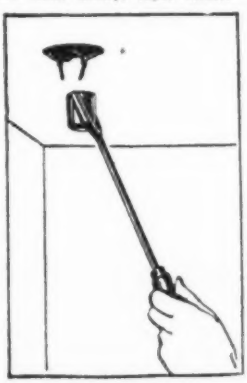
Established 1915

Two of this famous line of "LABOR SAVERS" that mean PROFIT

Solders and tins joints quickly and easily. Swinging cup remains upright which prevents dangerous burns from spilling solder. Can be heated over any fire or flame. Solders 50 to 75 joints with one heat due to heat retaining cup. Long handle eliminates climbing stepladder—comes with standard handle also. Lasts a lifetime. Saves time, money, tape, solder.

Snap-in Blanks

Safe, rustproof, one piece—snap in like a glove fastener. Easy to install—no tools necessary. Used for closing up holes in service or outlet boxes as required by inspection rules that all holes in all style boxes must be closed.



LABOR SAVERS for Contractors are money makers for Wholesalers. These are just two of the well known JIFFY line that are endorsed and used by contractors everywhere. Let us send you illustrated folder which describes these and other JIFFY products completely.

Representatives all over the country.

Solder JIFFY

Clyde W. Lint

Dept. 36, 1144 W. Washington Blvd.
Chicago 7, Illinois

and has held positions as accessory equipment specialist and sales manager of accessory equipment. Mr. Rawson, who joined G.E. in 1929, was formerly sales manager of lighting components in the accessory equipment division.

Dealers Plan Tie-in With Nat. Radio And TV Week

WASHINGTON—Radio and television dealers in more than 500 cities and towns of the United States will observe National Radio and Television Week October 30 to November 5 with displays and advertising calling attention to new lines of receivers in both the video and audio field.

Directors of the annual observance believe that the event this year will be celebrated by more dealers than at any time since the event was inaugurated jointly by the Radio Manufacturers Association and the National Association of Broadcasters five years ago.

To date the RMA National Radio and Television Committee has received requests for 975 full-page newspaper mats from 545 newspapers for joint dealer sponsorship in their respective areas, according to W. B. McGill, chairman of the committee.

Manufacturers Representatives Wanted . . .

Prepare now for next season's business.

Air Equipment Co., manufacturers of the well-known Nitecool* and Koolmaster* attic, window and commercial fans are seeking sales and distribution representation in the following states: California, Colorado, Indiana, Iowa, Kansas, Kentucky, Minnesota, Nebraska, North and South Dakota, Ohio, Pennsylvania and Tennessee. Air Equipment Co. offers—protected franchises — top-grade equipment — national advertising. Write direct for complete information.

**Reg. Trade-Mark*

AIR EQUIPMENT CO.

1713 W. Carroll Ave., Chicago 12, Illinois

55 Years of Experience and Progressive Management Established 1894

IT'S A "RINGER"

Seelux*

for finest indirect lighting

lifetime beauty, efficiency

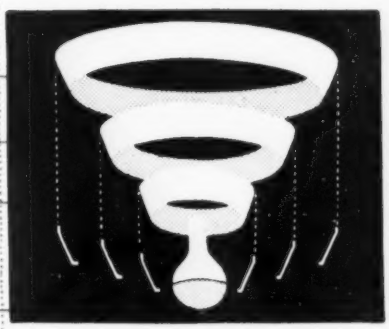
practically *no maintenance*

SPUN ALUMINUM LOUVRES
for distinctive modern design.

HEATPROOF ALZAK** FINISH
is not discolored or affected by lamp heat.

DUSTLESS OPEN BOTTOM
minimizes cleaning — dirt falls through.

SILVERBOWL LAMP
provides built-in reflector. Peak efficiency is *automatically* restored; when lamp is replaced, you have a new reflector.



The functional simplicity and beauty of the GUTH SEELUX make it the standout among indirect incandescent luminaires. Compare these SEELUX specs with *any* similar fixtures:

18-Gauge aluminum, emery-grained ALZAK finish. Concentric spun louvres with 25° pitch, positioned with three die-stamped 12-gauge aluminum straps riveted to each ring. Socket cover, semi-polished ALZAK; 6" canopy, stem and swivel, ALZAK aluminum; black porcelain U. L. approved lampholder.

Have you our Bulletin 840-1-G with full details on the SEELUX, SEELUX *Plus* and other fine GUTH Incandescent Indirects? It's yours for the asking from

* ® and Patents Pending
**® and Patented, Aluminum Co. of America

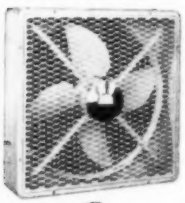
Guth LIGHTING

THE EDWIN F. GUTH COMPANY / ST. LOUIS 3, MISSOURI

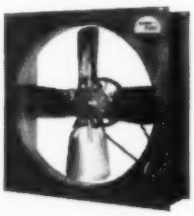
Leaders in Lighting Since 1902

You're in the Driver's Seat for SALES ACTION... with this

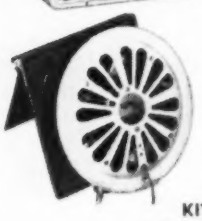
BIG NAME FAN LINE



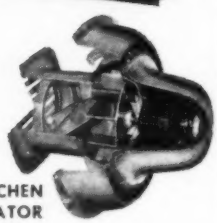
WINDOW VENTILATOR Model MC-24-WV



ATTIC FAN Model MC-36-4



KITCHEN VENTILATOR Ceiling Model MC-110-GC



KITCHEN VENTILATOR Wall Model MC-110-G

KITCHEN VENTILATOR Wall Model MC-6

What's in a name? *Easier* and *more profitable* sales when the name on your fan line is Miami-Carey! That's because the Miami-Carey name and products get *immediate acceptance* in the market where fan sales are coming fast!

76 years of furnishing quality building materials and service to builders, architects, dealers, contractors, and owners . . . that's the background for acceptance Miami-Carey gives you—a background matched by no other fan manufacturer.

Of course the Miami-Carey fan line is *complete* . . . includes a full complement of engineered accessories to assure top performance for every installation. It's priced to help you break all fan sales records this coming spring season. Act now—see your Miami-Carey representative, or contact us direct for full information.

HERE'S HOW MIAMI-CAREY HELPS YOUR DEALERS SELL! This big kit of sales aids available FREE to Miami-Carey dealers. Loaded with powerful selling helps—including direct mail, newspaper ad mats and colorful literature. It's the "help 'em sell" punch that spurs reorders, pays off in profits for you as well as your dealers!

Ventilation by

MIAMI Carey

MIAMI-CABINET DIVISION,
THE PHILIP CAREY MFG. CO.
MIDDLETOWN, OHIO

"National Guard Defends America . . . Join Now"

Fred J. Buchal

Lighting Firm Names Buchal Sales Manager

CHICAGO—Fred J. Buchal has been appointed general sales manager of the Modern Light & Equipment Co., of this city, according to a recent announcement by M. L. Offenberg, president.

Mr. Buchal was formerly associated with the Leader Electric Co., having been in the electrical business since 1931 and with Leader Electric since its inception. In his new capacity, Mr. Buchal hopes to expand the business of the Modern Light & Equipment Co. from its present operations to include full national organ-

The ROCKET

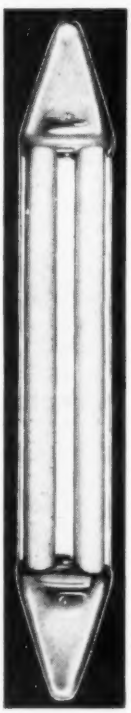
REACHES OUT FAR AND WIDE FOR SALES

•

Beauty at Its Best

•

STREAMLINED MODERNISTIC



★ Here is a "prize package" because it has the design that catches the eye and makes 'em buy. Put that new spark into your fluorescent business — get the ROCKET on the job — pull business from both Commercial and Residential sources.

The ROCKET is easy to install and maintain — it has special Hi-Lustre Chrome ends — one-piece body, welded construction for strength — finger-tip starter location — U. L. Approved and simplified wiring. Finished in Duro-Test white baked enamel. Your order will get immediate attention. Send it in now.

No. 2220 Flush Mounting uses two 20-watt lamps. Length 35½" — width 5" — depth 2¾". ..... **$5.50** NET

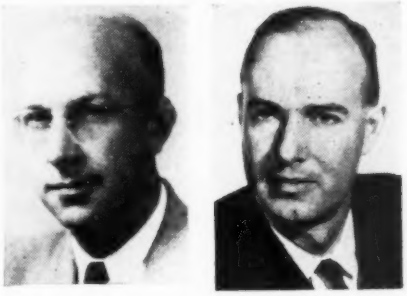
No. 2220 FA—Same fixture — same price — cord and plug, 4 in. adaptor included.

No. 2225 Flush Mounting uses two 25-watt lamps. Length 44½"—width 5"—depth 2¾" **$6.75** NET

All prices NET F. O. B. St. Louis — less tubes.

FLUORESCENT *Fabricators*
1823 Chouteau Ave. St. Louis 3, Mo.

ization. Modern Light & Equipment manufactures industrial and commercial fluorescent and slimline fixtures.



APPOINTED recently by the Westinghouse Electric Supply Co. were: Joseph C. Givens (left), who has assumed the duties of South Atlantic district appliance manager with headquarters at Baltimore, Md.; and J. M. Cain (right), who was named to the post of Northern California district lamp supervisor, succeeding L. C. Moore, resigned. Previously, Mr. Givens was Wesco's appliance supervisor for Georgia, and Mr. Cain was a lamp salesman in the Pacific Coast lamp district of the Westinghouse Electric Corp.

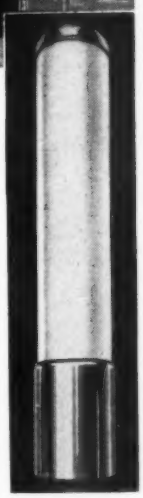
The New

ALL-WEATHER FLUORESCENTS

Good in Zero Weather

New method of outdoor lighting radiates light in all directions. These dramatic streamlined lights completely dominate any surroundings. Visible a mile away. Attract business like nothing else can. Wherever introduced, other lighting modernization programs follow.

Post-Lites come in a complete line for all types of outdoor lighting. Well engineered, properly built by a 38-year-old company. Priced for popular sale. Mail coupon for Catalog, prices, discounts.



Round Post-Lites straddle pipe posts. Half-Round Post-Lites mount on walls. Also other models.

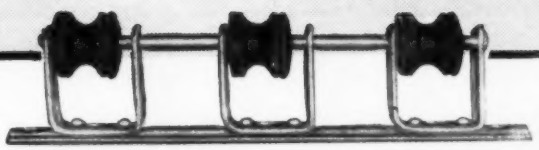
W. H. LONG CO., 108-114 W. Illinois St., Chicago 10
Please mail Catalog and Prices.

Name .....

Address .....

.....

One Call Gets them all!



SECONDARY RACKS & SPOOLS

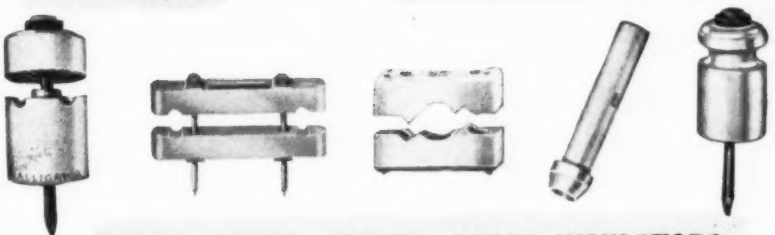
CLEVISES

WIREHOLDERS

HOUSE BRACKETS

PINTYPES

TELEPHONE INSULATORS



KNOBS, TUBES, CLEATS, FENCE INSULATORS

OUTLET BOXES, SURFOLETS

Porcelain Products, Inc.

FINDLAY, OHIO

FULLMAN **Latrobe** PRODUCTS

FLOOR BOXES ★ WIRING SPECIALTIES

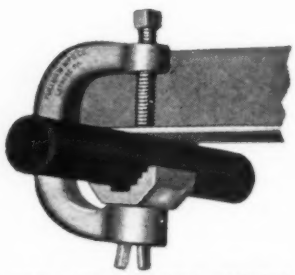
FULLMAN MANUFACTURING CO. QUALITY AT LATROBE TO SUPREMACY LATROBE, PA.

Easy to Install . . . Dependable

The simple, compact design of "Latrobe" Floor Boxes and Wiring Specialties permits them to be installed in record time. This same simplicity of construction makes for smooth, trouble-free service over the years.

NO. 252-R TWO GANG ADJUSTABLE FLOOR BOX

This No. 252-R Two Gang Box is adjustable and has our No. 208 Receptacle in one section. One Cover Plate has ½" Flush Brass Plug; other has 2" Flush Brass Plug.



NO. 470 "BULL DOG" PIPE OR CONDUIT HANGER

Sturdy and dependable for hanging pipe or conduit ½", ¾" and 1" to steel beams up to ⅜" thick. Larger sizes for larger pipe.

NO. 280 NOZZLE NO. 200 COVER PLATE

10 Amp. 250 volt Receptacle in Brass Housing, mounted on ½" brass pipe extension 3" long. Longer extension if desired.

NO. 110 "LATROBE" WATERTIGHT FLOOR BOX

The neat compact design of the No. 110 Box quickens installation time and makes for smooth, trouble-free service. 208 Receptacle. Cover Plate is 3½" diam.

1050 CABLE STAPLE for ROMEX and NON-METALLIC COVERED CABLE

Here is a brand new cable staple designed especially for use with Romex and all non-metallic covered cable. 1⅛" long by 9/16" wide.

"BULL DOG" BX CABLE STAPLES

Millions of these high quality staples are giving dependable service in all parts of the U. S. Packed in cartons, kegs, or barrels.

Sold Only Through Wholesalers

FULLMAN MANUFACTURING CO.
LATROBE . . . PENNSYLVANIA

EEWA News Bulletin

New York—The October meeting of the Eastern Electrical Wholesalers Association was again well attended, and a large portion of the program was given over to a general discussion of the Christmas Tree Lamp and String situation. A report was also rendered by Managing Director G. V. Weir concerning the regional meeting held in Asbury Park during the past month, and attended by the Mid—Jersey members. It was thought possible that these regional meetings could be extended and with that in mind, another meeting will be held in the forthcoming thirty days in Newark with the North Jersey members, for the purpose of an intimate discussion of their local problems.

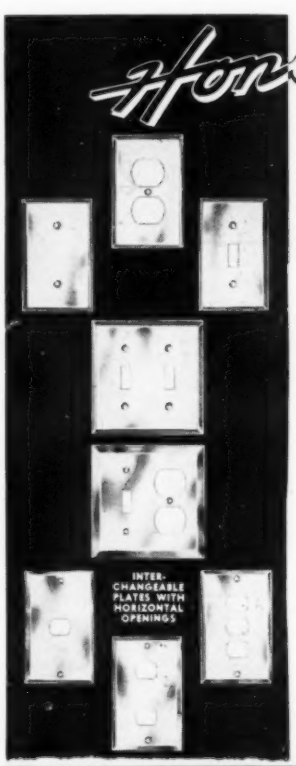
The Appliance Committee met some two weeks ago, and under the stimulus of the compilation of figures representing the gross purchases by our members, discussed in detail the ills and short profits represented in the Traffic Appliance branch of the wholesaling business. A plan was worked out covering an approach to the various manufacturers in the hope of remedying

Honer

The Only **PROTECTED SWITCH** *AND* **WALL PLATES**

CHROME PLATED • BRASS • STEEL • IVORY WRINKLED •

Write for **CATALOG** *and* **PRICE LIST** •



HONER MFG. CO.
412 S. GREEN ST. CHICAGO 7, ILL.

some of the matters which were complained about.

The five major problems discussed were the sales policies of some of the appliance manufacturers which, to say the least, are very lax. The cash discount date should be the 10th or 15th prox.; a net of 50 percent off not including the income tax; and the freight allowance, which has been withdrawn by a good many manufacturers. A few manufacturers are all right on one or two of the above, but none of them comply with all.

Boston—The Eastern Electrical Wholesalers Association of New England held its first meeting of the fall season on September 21 at the Hotel Manger, Boston. Murray Kamin of Essex Electric Supply Co., was elected chairman, and Henry Isaacs was re-elected secretary-treasurer.

This wholesalers' organization was formed just one year ago, and has among its 42 members several of the largest independent wholesalers in New England.

Managing Director "Cap Weir" was on hand as usual, and brought along as a guest Bill Kahn of the Tudor Electric Supply Co., New York City.

A Grievance Committee has just

Sherman

Bond-Rod

Ground Clamps

Easily installed, permanent, economical. Write for Trade Bulletin 22.

H. B. SHERMAN Mfg. Co.

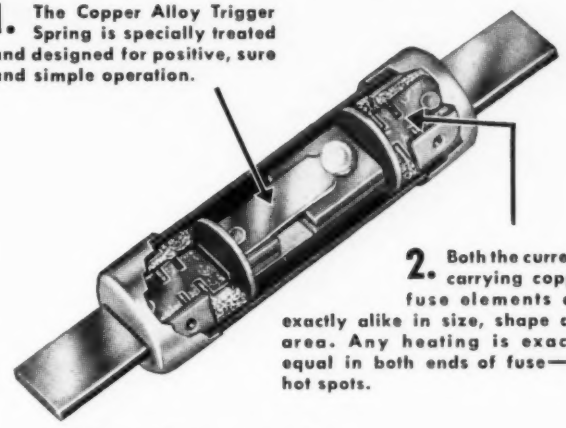
Battle Creek, Mich.

Sherman

ELECTRICAL FITTINGS

THERMAL FUSE PROTECTION THAT CUTS EXPENSE

1. The Copper Alloy Trigger Spring is specially treated and designed for positive, sure and simple operation.



2. Both the current-carrying copper fuse elements are exactly alike in size, shape and area. Any heating is exactly equal in both ends of fuse—no hot spots.

Safe Time Delay

Now you get dependable protection on short-circuits, overloads,—against burnouts due to single phasing of polyphase motors or overloading; also protection, from a thermal standpoint, for panel boards and switching equipment because of detrimental temperatures caused by poor contact, insufficient circulation of air or poor dissipation of heat; and protection against premature blowing on temporary and harmless overloads . . . Put them on a few of your troublesome motor circuits and compare results.

Protect Equipment And Factory Output

By preventing unnecessary stoppages while protecting against motor and electrical equipment damage—Jefferson Triple-Action Saf-T-Lags keep machinery on the job for maximum output. Jefferson *Safe* Time Lag Fuses incorporate the experience of 50 years of fuse design and manufacture. Sold through wholesalers.

CAPACITIES: Ferrule type 1 to 60 amperes, 250-V and 600-V; Knife-Blade type 70 to 600 amperes, 250-V and 600-V.

Write for neu Fuse Booklet 482-ST.

JEFFERSON ELECTRIC COMPANY
Bellwood, Illinois

JEFFERSON ELECTRIC

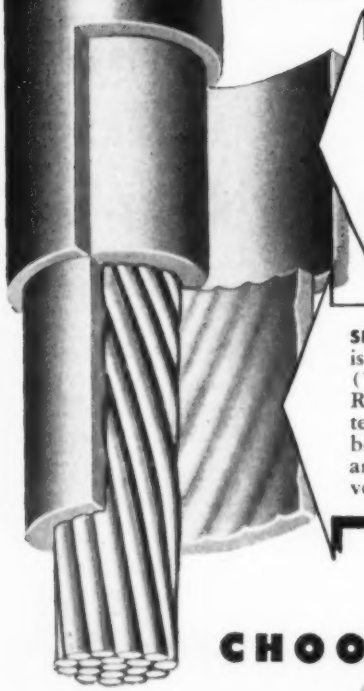
Regular Advertising Like This Tells Your Customers The Advantages of Buying JEFFERSON Saf-T-Lag Thermal FUSES

*Reg. U. S. Pat. Off.

Triple-Duty SAF-T-LAG* Thermal FUSES

Collyer
SUPRENE
TYPE RR
The "double-duty" Cable

THE combination of dense neoprene sheath plus special insulating materials makes Collyer Suprene equally "at home" in the ground and in the air. Suprene has what it takes: for utility underground network systems, as non-metallic parkway cable, as direct burial underground service entrance cable (Type USE), and for countless other applications. Collyer cable of similar construction is approved by Civil Aeronautics Administration for use as non-metallic underground cable for airport lighting in accordance with CAA Spec. L824 type A. For complete specifications and samples, write Collyer Insulated Wire Company, 245 Roosevelt Avenue, Pawtucket, Rhode Island.



NEOPRENE SHEATH. Vulcanized under pressure for toughness, density, and smooth surface. Easy to pull, splice, and tap. Highly resistant to sunlight, earth acids, oils—withstands abrasion, heat, flame, and moisture.

SPECIAL INSULATIONS. Standard Insulation is Moisture Resistant rubber compound (Type RW). Available in Special Heat Resistant Insulation (Type RH) for copper temps. to 75° C.; also Special Insulation combining the qualities of both RW and RH, and Oil-Base Ozone Resistant Insulation for voltages to 5000.

CHOOSE *Collyer*

been formed with Charles Weinreb, chairman and Julius Kaplan, Louis Schlosberg, and Nick Papani as members of the committee.

Philadelphia—The Philadelphia Chapter continues to be extremely active, although to a great degree their problems are more nearly akin to those in New York than are the problems in the New England area. It is quite likely that the action of the Appliance Committee of New York and the committee appointed to investigate the Christmas Tree Light situation will incorporate Philadelphia in its conclusions.

THIS AND THAT

Meetings

National Electrical Manufacturers Association—Annual Meeting, Chalfonte-Haddon Hall, Atlantic City, N. J., November 14-18.

National Farm Electrification Conference—Stevens Hotel, Chicago, Ill., December 20-22.

National Safety Congress and Exposition—Chicago, Ill., October 24-28.

American Institute of Electrical En-

Highlight Your Season—Sell SYLVANIA CHRISTMAS TREE BULBS

RICH COLORS—Blue, green, orange, red, white . . . all vibrant . . . all self-selling! Stock these high-quality multiple type, C-7½ Christmas Tree Bulbs. Available in strings or packed 10 to a box.

ADVERTISED—to your dealers in leading trade publications, and to consumers through *The Saturday Evening Post!*

WRITE—Sylvania Electric Products Inc., Advertising Dept. LC-6411, 500 Fifth Ave., New York 18, N. Y., for names of nearest manufacturers of strings using Sylvania Christmas Tree Bulbs.

SYLVANIA ELECTRIC

gineers—Winter Meeting, New York, N. Y., January 30-February 3.

National Electrical Manufacturers Association—Edgewater Beach Hotel, Chicago, Ill., March 13-16.

Chamber of Commerce—38th Annual Meeting, Washington, D. C., May 1-4.

National Fire Protection Association—54th Annual Meeting, Haddon Hall, Atlantic City, N. J., May 15-18.

National Association of Electrical Distributors—Annual Convention, Atlantic City, N. J., June 12-16.

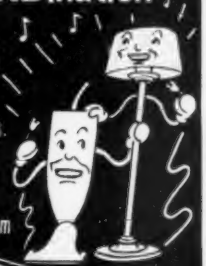
ASSOCIATION NEWS

BALTIMORE—To celebrate the 25th birthday of the Electrical Manufacturers Representatives Association, members of the association sponsored a trade show. EMRA members and representatives of industrial electrical manufacturers displayed and demonstrated new and standard electrical equipment at the show.

BOSTON—Members of the Electric Institute of Boston recently toured the

perfect CORDination

Electrical appliances work like a team with CORNISH Cords and Plugs. Sure contact, long wear and an end to CORDelirium with



CORNISH

CORDS and CORD SETS

APPROVED BY UNDERWRITERS LABORATORIES

Selected by leading manufacturers . . . why not by YOU

A full line of Flexible Cords for the Repair and Service industry, obtainable through Jobbers and Distributors

CORNISH WIRE COMPANY, INC.
15 Park Row New York 7, N. Y.

GEDNEY MALLEABLE IRON CONNECTORS

...EASIER to install because they have CLEAN THREADS REAL LOCKNUTS

Made of TOUGH ENDURING MALLEABLE IRON

No matter what size or type you specify, you'll find each fitting fits like a glove. Clean threading, smooth finish and real locknuts on all connectors mean *all* Gedney fittings install quicker and easier . . . assure permanent installations that *can't* shake loose. For convenience when ordering, the entire line is included in a carefully arranged, bound catalog. Write for your copy today on company letterhead please.

GEDNEY FITTINGS . . . FIT { IN MORE WAYS THAN ONE

GEDNEY ELECTRIC CO.

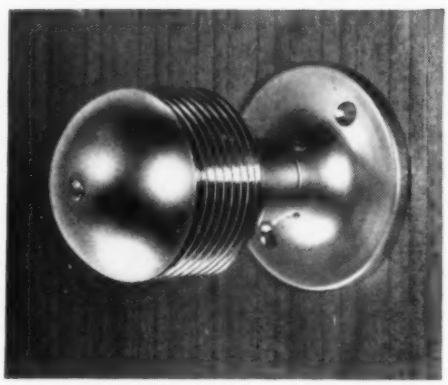
GENERAL OFFICES: RKO BLDG., RADIO CITY, NEW YORK 20, N. Y.
FOUNDRY, FACTORY AND SHIPPING POINT: TERRYVILLE, CONN.

A COMPLETE LINE OF FITTINGS FOR RIGID CONDUIT, EMT ARMORED CABLE AND NON-METALLIC CABLE

ELECTRICAL SPECIALTY ITEMS FROM CANNON ELECTRIC

SPECIALTY LIGHTS

DMP-1 Pedestal-Marine-Type Light. Shown above is a combination of 3 colored lens; 3 prism 360° red top; 8 prism of crystal 180° and 8 of blue on the bottom.

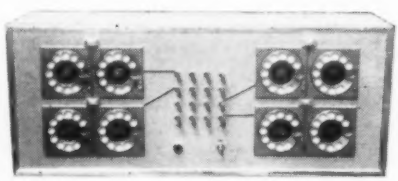


DMP-1 Eight Prism Pedestal-Marine-Type Light mounted on wall. Available in low voltage or standard. A modern light for minimum illumination. Aluminum dome and base; same colors as Pathfinder Lights.

PAGING SYSTEMS

Horizontal Three Digit Four Face Paging Annunciator

1, 2 & 3 Face Horizontal or Vertical Type can be furnished.



Silent Paging Code Selector operates the Paging Annunciator shown at left. Other Selectors have capacity of 4 calls simultaneously and up to 999 codes. Other code selectors are made for 2-digit and 4-digit annunciators. Originally designed for hospitals, these paging units have been used in department stores, brokerage houses, etc., effectively. Cannon Electric also builds similar Lamp Annunciators.

C-48 Condensed Catalog

The latest edition of the 32-Page Cannon Electric Condensed General Catalog is revised to May, 1949. Write for a copy today.

Conduit Fittings

(left) CNT-1U Reversible clamp Box connector for BX, Romex, etc. wire. *(right)* CF-1U and CF-2U Box Connector for Flexconduit, ½", ¾". All listed as approved by U. L.

Other Cannon Conduit fittings include CR-1 EMT Thinwall Connector, and CCR-1 EMT Thinwall Conduit Coupling, and FS-2 and FS-3 Fixture Studs; not U. L. approved.

For additional information, address Cannnon Electric Development Co., Div. Cannon Manufacturing Corp., 3209 Humboldt Street, Los Angeles, Calif. Canadian offices and plant: Toronto. World Export: Frazar & Hansen, San Francisco.

SINCE 1915

CANNON ELECTRIC

REG. U.S. PAT. OFF.

new John Hancock home office building to see first hand the important part electricity plays in the operation of one of the newest and largest buildings in New England.

CAMDEN—Once again the Electrical League of South Jersey held its annual spring conference, outing and golf tournament—this year at the Woodcrest Country Club. At the all day and evening event those attending enjoyed dinner, entertainment, refreshments and prizes.

The manager of surface raceways sales for the National Electric Products Corp. gave an interesting and instructive speech on the developments in electrical surface raceways to members of the association at the October 18th meeting.

CHARLESTON—Members of the Electric League of Charleston learned about the latest in safety switches from J. G. Watson of Cutler-Hammer, who spoke on that subject at one of the association's regular dinner-meetings.

UNEQUALLED

. . . IN AGING AND WEATHERING QUALITIES

OKONITE TAPE
THE OKONITE CO.
THIS BOX CONTAINS ½ POUND ¾ INCH BLACK
Manson Tape
MANUFACTURED SOLELY BY THE OKONITE CO.
PASSAIC, NEW JERSEY

...users who KNOW buy only the BEST

Ask for them by name...

OKONITE and MANSON tapes

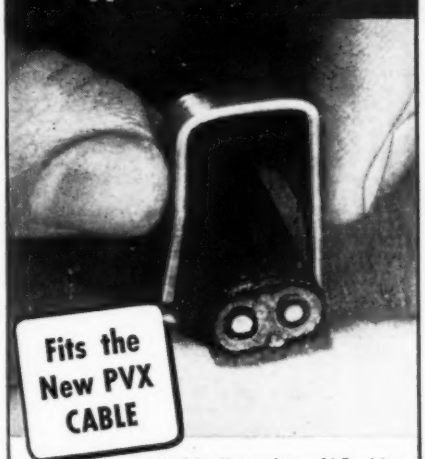
DALLAS—"Texas, 'Taters and Taxes" is the subject of the program sponsored by the Texas Power & Light Co. for members of the Dallas Electric Club. Bryan Blalock, director of Public Relations for the Borden Company of Texas, was the speaker.

KANSAS CITY—Nearly 300 dealers, distributors and television technicians heard television experts predict a brilliant T/V future for Kansas City at the fifth and largest in the Electrical Association's Dealer-Division-sponsored meeting series.

The speakers stated that the excellent programming anticipated by the station, coupled with dealer know-how profiting by mistakes made in other cities, would combine to make a terrific television impact in Kansas City.

LOS ANGELES—A very interesting meeting of the "Major Appliance Service" division of the Southern California Radio & Electrical Appliance Assn. was held at the Matchless Electric Home. With a good cross-section of dealers and servicemen present, the meeting proved to be of genuine value

TITCHENER
T-Type CABLE STAPLE



Inside dimensions: ½" wide x ¾" long. Designed for use on PVX or T-Type Cable. Fits *all* types of non-metallic sheathed cable—Romex, Braidex, PDX, Romeflex, etc.

Prompt delivery . . . Favorable price.

There's a big call for these Titchener Staples. Order your Stock NOW. Full information sent on request.

Titchener's complete line of Cable Staples includes:

Romex Staples
BX (regular & extra-heavy) Staples
E-Z Drive Romex Staples (Flat-top, round shank)
E-Z Drive BX Staples

E. H. TITCHENER & CO.
91 Clinton Street Binghamton, N. Y.

It's Here! the NEW **BURGESS FLASHLIGHT BATTERY**

Power Packed in Steel and Plastic!

DESIGNED FROM THE INSIDE OUT
TO GIVE YOU MORE SALES AND NEW PROFITS!

Look at These Features

Engineered Design of this new construction permits the use of a maximum amount of energy producing raw materials to make a big, full-size battery with longer life.

Sealed in Steel and Plastic with the tough plastic outer casing and the steel cap machine-sealed directly into the battery top to prevent power loss.

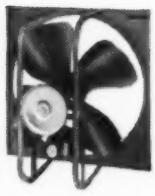
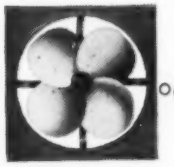
Chrome Protection keeps BURGESS fresh and ready longer because it curbs interior action in the battery when the flashlight is not in use.

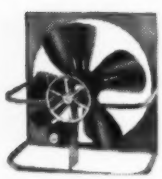
Modern in Styling with functional design that results in sleek, attractive appearance and added protection by more effectively insulating the zinc can. The engineering skill and know-how that has made BURGESS first choice of scientists and explorers for years has now created another first for flashlight users everywhere.

Guaranteed by the maker whose reputation for quality and dependability has made BURGESS the foremost name in radio batteries.

GET STOCK NOW! Big 2-color ads break in Collier's and other leading magazines right at the start of the big fall flashlight battery season. Be ready for sales and stock up on this *new* Burgess Flashlight Battery. Order them now.

BURGESS BATTERY COMPANY
FREEPORT, ILLINOIS



Year 'Round Sales
OF "FRIGID" VENTILATORS

INSTITUTIONS
CHEMICAL COMPANIES
STORES
FACTORIES

Stores and factories, especially those that operate under conditions of extreme heat or penetrating fumes, provide you with opportunities for year round profit making!

And "FRIGID" has the complete line of ventilating equipment to meet the needs and demands of these companies . . . exhaust fans, blowers, spray booth fans, attic fans, etc. . . .

Get your share of these "extra" profits . . . check on your prospects today.

Write for Catalog and Literature.

CIRCULATORS & DEVICES MFG. CORP.
22 Rose Street • New York 7, N.Y.

in giving an opportunity of discussing the all-important subject—"service." Willard Hellman, president of the association, briefly outlined the operation of the association—the necessity for unity and the value of association membership.

W. H. Hochmuth, supervisor of service and adjustments, Sears, Roebuck and Co., followed with a brief "down-to-earth," easily understandable resume of the importance of "service"—what it meant to the dealer, the serviceman and the customer.

It was decided that meetings of this type were of sufficient importance to be held once a month and it was agreed that the fourth Thursday of each month would be set aside for that purpose.

MINNEAPOLIS—The Midwest Electrical Council has recently published its new membership directory, listing electrical contractors and contractor dealers.

As part of an all-industry campaign on residential lighting, the North Central Electrical Industries distributed to the trade Plan Book No. 4. This promotion covered lamp bulbs, adapter

NEW! FEATHER WEIGHT BANTAM SOLDERING IRON

PATENT PENDING

NOW! An iron so light, so well balanced, its weight is scarcely noticeable. When customers call for an iron for long delicate work where fatigue works against quality, HEXACON FEATHER WEIGHT BANTAM is the answer. The new BANTAM is completely comfortable, more practical than a pencil iron and requires no transformer. Write for prices and discounts, today.

HEXACON MODEL 30H. Weight 5½ oz. (less cord). 40, or 60 Watts. Both ⅛" and ¼" tips furnished. Ask for literature on complete line of screw tip, plug tip and hatchet irons.

HEXACON ELECTRIC CO.
146 W. CLAY AVE., ROSELLE PARK, N. J.

HEXACON TRADE MARK

WANTED
Top Grade Lighting Engineer

To represent manufacturer of popular, nationally advertised line of commercial fluorescent lighting equipment sold thru electrical wholesale distributors. Must be qualified to call on architects, electrical contractors, utility lighting engineers, and electrical wholesalers. Catalogs, direct mail, national advertising, smart design insures plenty of active inquiries.

Territories Available:
Buffalo (Western New York State)
New Orleans (Louisiana—Mississippi—Arkansas)
Salt Lake City (Utah—Nevada—Idaho)
State of Arizona
Denver (Colorado—Wyoming—New Mexico)

Line includes: Complete pre-heat and slimline fixtures, strip, troffers, louver bottom, glass bottom, louverall, school, store and office lighting equipment.

Box 1151, Electrical Wholesaling, 520 N. Michigan Ave., Chicago 11, Ill.

SALES REPRESENTATION
Western Pennsylvania
West Virginia
Western Maryland

Interested in one or two major lines to sell the Electric Wholesaler such as, safety switches, outlet and switch boxes, service entrance cable, conduit fittings, residential incandescent light, etc.

Box 1283, Electrical Wholesaling
330 W. 42nd St., New York 18, N.Y.

equipment, portable lamps and pin-ups, and outlined specific action programs for dealers, distributors, utilities, and manufacturers. C. M. Baldwin, Minnesota Power & Light Co., was chairman of the committee.

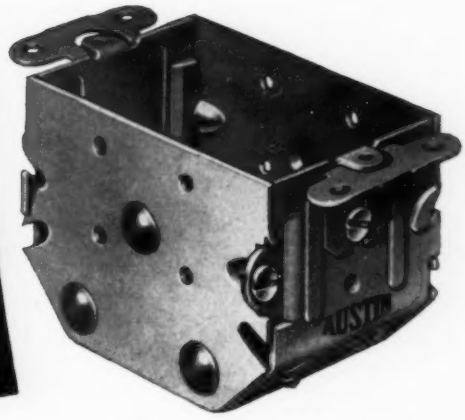
There will be another campaign on residential lighting this fall featuring residential lighting fixtures. Henri Gable, Northland Electric Supply Co., Minneapolis, is chairman of the committee.

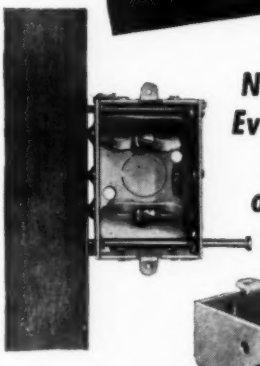
NEW YORK CITY—The Electrical Women's Round Table is publishing a manual on its "1949 Workshop for Electrical Living."

This workshop manual includes the 37 lectures given at a four-day forum on how to merchandise appliances, how to plan laundries, electronic cookery developments, effect of freezing on food value, and demonstration techniques, as well as appliances, textiles, wiring, radio, television and careers. Cost will be $2.00 per copy.

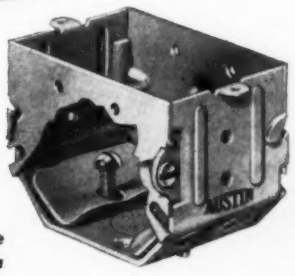
OMAHA—Some of the outstanding speakers at the 4th Annual NIEC Conference and Trade Exhibit sponsored by the Nebraska-Iowa Electrical Coun-

AUSTIN'S *Improved* LR BOX





Nails to Studding Evenly, Accurately, in a Matter of Seconds . . .



For use in Old or New Wiring

Faster Installation!
Nail holes in box sides provide fast, easy installation. Saves money by eliminating bracket. Nail heads driven in tight—box is never out of line.

Perfect Alignment!
3 nubs facing outward on each side of box prevent box from tilting. First nub is 7/8" from front of box to permit adjustment for wallboard or plaster.

Write for descriptive price sheet No. A-1-a

The M. B. Austin Company
NORTHBROOK, ILLINOIS

CHARM and UTILITY

Complete Unit

Easy to Sell . . .

Quick to Install

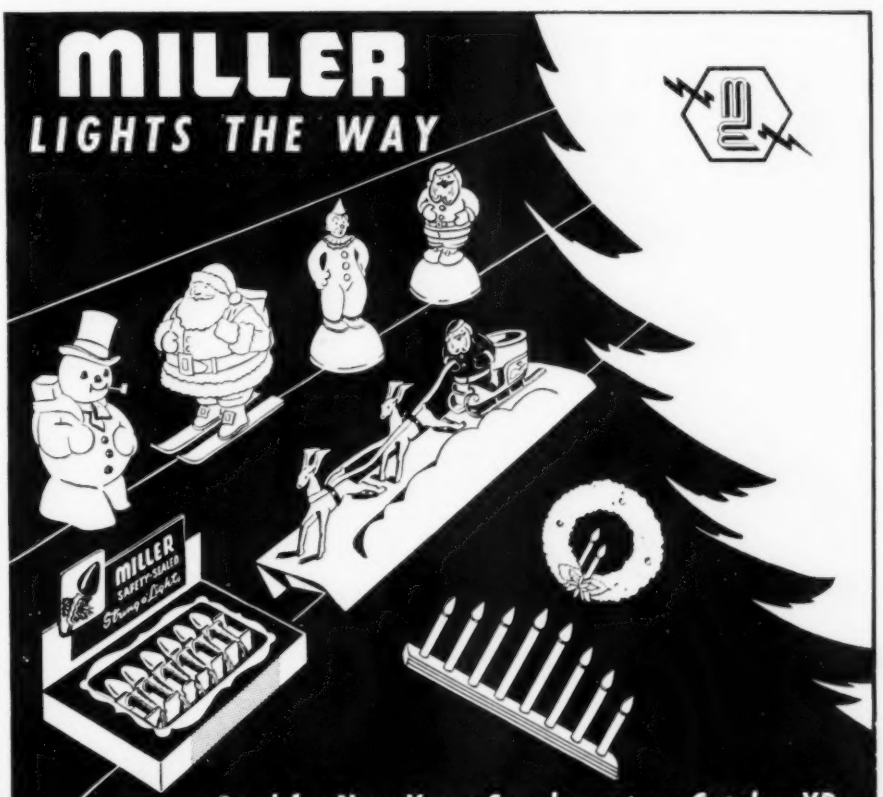
ADJUSTA-POST

Adjusta - Post Lamps, with the original telescopic operating feature, cinch more sales by meeting every customer's needs. Adjusts from 4½' to 9½'. Top diameter, 3". ¾" hole. Forest green or Satin black finish. Available in steel or aluminum. Popular priced. Get full details!

EASILY INSTALLED
INDIVIDUALLY PACKAGED
WRITE TODAY

THE ADJUSTA-POST MANUFACTURING CO.
908 St. Clair at Bowery, Akron 7, Ohio

MILLER
LIGHTS THE WAY



Send for New Xmas Supplementary Catalog XB

MILLER ELECTRIC COMPANY
40 RIVER ST.
PAWTUCKET, R. I.

"IF YOU WANT **DEPENDABLE** AUTOMATIC TIME SWITCHES INSIST ON **TORK CLOCKS"**

When you're selecting automatic time switches for indoor and outdoor uses, remember the name "Tork" for all these advantages.

IDEAL FOR:

Store Windows
Outdoor Signs
Heating and Air Conditioning Units
Safety and Street Lights
Electric Appliances
Poultry Lights
Aircraft Beacons
Home, Factory and School Lighting

DEPENDABLE ACTION! Made with exacting care from finest materials, self-starting all-electric Tork Clocks perform with complete accuracy . . . give years of steady, trouble-free service.

VERSATILE ACTION! Thanks to Tork's many special devices, all standard models can be adjusted to fit your specific needs. Our remarkable device — amazing ASTRONOMIC DIAL — allows for variations in time of sunrise, sunset. We'll gladly explain dozens of others that save extra time, trouble, expense.

EASY INSTALLATION! These compact, modern time switches install with remarkable speed and ease on walls, outlet boxes, etc. Special weatherproof case provided with outdoor models.

ECONOMICALLY PRICED AS LOW AS $9.50 LIST

Write today for free bulletins with complete product and price details.

TORK CLOCK

TORK CLOCK CO., INC. 1 Grove Street Mt. Vernon, N.Y.

ARRO-SPIN DRILLS

FOR MASONRY—with Genuine CARBOLOY TIPS

- Arro-Spin drills in ROTARY electric portable drills end noisy, monotonous chiseling.
- Drills 4 times faster—the fastest cutting drill ever introduced.
- Lasts up to 50 times longer—the longest-wearing drill you've ever used.
- Smooth, quiet cutting of concrete, brick, marble, tile, slate, limestone, etc.
- Available in sizes from 3-16" to 1½" diameter.
- Drills clean holes for proper fits of expansion shields, anchors, toggle bolts, etc.

ARRO EXPANSION BOLT COMPANY • MARION, OHIO

Other ARRO Products

Sold only through jobbers

cil included Frank E. Watts, executive assistant of the "Farm Journal" and founder and director of the Rural Electric Information Exchange; Norman Wicks, field representative for the National Adequate Wiring Bureau; Ralph W. Carney, vice president in charge of marketing for the Coleman Co., Wichita, Kansas; and Harry Alter, president of the Harry Alter Company, Chicago.

SALT LAKE CITY—This year's annual conference of the Intermountain Electrical Association carried the theme, "Opportunities Unlimited."

Some of the subjects discussed were: Appliance Selling in Today's Market; The Salesmen Speak (four top salesmen from various appliance firms told "How They Do it"); Sales Through Service; Term Selling Observations; Advertising and Promotions; The Dealer Speaks; Appliance Merchandising; Manufacturers Product Session.

Banquet chairman was John Longden, manager, Westinghouse Electric Supply Co., Salt Lake City.

The wives of the conferees enjoyed a free luncheon at Ma's and Pa's Place. This was followed by a fashion show put on by J. C. Penney & Company.

ELECTRICAL LINES WANTED

Philadelphia Sales Agency offers active and Dignified Representation. Well acquainted with the jobber, industrial, contractor market.

Address: Box 1156
Electrical Wholesaling
330 W. 42nd St., New York 18, N. Y.

Attention! Manufacturers

I can do a real selling job for you in Illinois and Wisconsin.

For ten years I have been selling Electrical Supply Wholesalers, Hardware Wholesaling Houses, Large Department Stores, Catalog Houses and Chains in this territory. Have wide acquaintance and substantial following.

Want commission arrangement and protected territory. Prefer tested and accepted lines that will build steady repeat business. Ask me for my sales record and bank reference.

Box 1321
ELECTRICAL WHOLESALING
520 N. Michigan Ave., Chicago 11, Ill.

MORE FACTS ON PRODUCTS

Control Equipment — The 1949-1950 merchandise catalog pictures the line of safety switches, service control and multi-breakers, motor control, and electrical specialties manufactured by Cutler-Hammer, Inc., 476 N. 12th St., Milwaukee 1, Wis.

When writing mention ELECTRICAL WHOLESALING

Control Equipment—A 170-page general catalog entitled "Trumbullist" on enclosed safety switches, circuit breakers, service entrance switches, motor control equipment, fuse holders, lugs and connectors, panelboards, etc., has been published by Trumbull Electric Mfg. Co., Plainville, Conn.

When writing mention ELECTRICAL WHOLESALING

Electrical Insulating Material—A 4-page folder, released by the Minnesota Mining and Mfg. Co., 900 Fauquier St., St. Paul 6, Minn., contains information on the "Scotch-Weld" electrical film No. 70.

When writing mention ELECTRICAL WHOLESALING

HEINEMANN

CUTOUT MATERIALS

Plug Fuse and Cartridge Fuse Cutouts

Plug and Cartridge Fuse Entrance Switches

Battery Switches

Meter Test Blocks

HEINEMANN ELECTRIC CO.

152 Plum Street

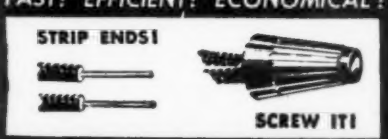
Trenton New Jersey

SCRU-ITS

U. S. Patent No. 1,933,555

SOLDERLESS WIRE CONNECTORS

FAST! EFFICIENT! ECONOMICAL!



THAT'S ALL WITH SCRU-ITS!

WRITE FOR DATA SHEET NO. 2002

SOLAR ELECTRIC CORPORATION

WARREN, PA.

Ring up More Sales with SNAPIT "Melody Bell"

THE NEW BELL WITH THE MUSICAL RING

A REVOLUTIONARY DEVELOPMENT IN ACOUSTICAL ENGINEERING

Avoids the *Harsh* clang of ordinary bells.

PRICED TO SELL

Easily connected to present wiring.

Housed in a beautiful plastic case.

Individually packaged in a colorful box . . . 12 units to a sales compelling counter display package.

Featherlone BUZZER ALSO AVAILABLE

AVAILABLE AS A *Bell* AND *Buzzer* COMBINATION

NATIONALLY ADVERTISED TO THE CONTRACTOR AND DEALER

Write for Descriptive Literature

CABLE ELECTRIC PRODUCTS, INC. PROVIDENCE, R. I.

ADJUSTS WITH A TWIST OF THE WRIST

"Friction Set" Fixture Hangers

FOR INSTANT ALIGNMENT

At last you can get a Fixture Hanger that turns to any angle after being screwed to an outlet box. Although base and receptacle remain stationary, hanger arms may be turned to align with any preconceived lighting plan. Exclusive Friction Ring firmly holds fixture in selected position. Hanger screws on to 3¼" or 4" outlet boxes, no other fastening necessary. Furnished complete with receptacle, two 5' chains, hooks and cord clips. Also available with bushed hole only, or with 3 wire solid ground receptacle. All Friction-Set Hangers are approved by the Underwriters' Laboratories.

K100 shown above, List Price $1.10 • ***Write for Bulletins K25, K26 and K27***

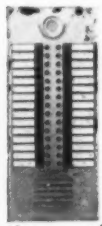
SIMPLET ELECTRIC COMPANY

3600 West Potomac Avenue, Chicago 51, Illinois
11 Park Place, New York 7, New York

Telephones?
Mail Boxes?

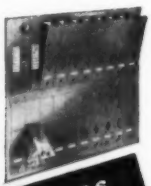
. . . one of these Couch Systems will dove-tail with your specifications

When plans call for mail boxes and inter-suite 'phone systems, look to Couch for equipment to fill the bill. If you don't find the type you want illustrated below, a Couch representative will gladly assist you.



Vestibule Telephones

Type 74C — Cordless type illustrated is the most popular unit . . . no protruding attachments . . . easily installed.



Tilting Mailboxes

Type 73—Post Office approved mail boxes for use with Vestibule Telephone. Features include frame separate from boxes for easy installation and tenant doors which can be set in open position for easy removal of mail.

Suite Telephones

Type 47—Cordless suite phones make a neat installation and can be provided to give a variety of service. Type 52, with the handset type instrument, provides greater convenience for particular installations.

S. H. COUCH CO., INC.

DEPT. 312 NO. QUINCY 71, MASS.

Private Telephones for Home and Office . . . Hospital Signaling Systems . . . Apartment House Telephones and Mailboxes . . . Fire Alarm Systems for Industrial Plants and Public Buildings.

Fluorescent Lighting—An 8-page folder contains typical application photographs of Val-Lite fluorescent lighting in modern merchandising stores. Kent-Moore Organization, Inc., General Motors Bldg., Detroit 2, Mich.

When writing mention ELECTRICAL WHOLESALING

Fluorescent and Incandescent Fixtures—Curtis Lighting Inc., 6131 W. 65th St., Chicago 38, Ill., has available 4 bulletins describing its fluorescent lighting fixtures—the "Forty-Sixty," the "Challenger," the "Anniversary Luminaire," and the "Skylux." Also available is a folder on the company's indirect incandescent lighting fixtures.

When writing mention ELECTRICAL WHOLESALING

Fluorescent Lighting Fixtures—A 74-page catalog, covering its line of fluorescent lighting fixtures, has been published by Sylvania Electric Products, Inc., 500 Fifth Ave., N. Y. 18, N. Y. It contains over 60 photographs of industrial, commercial, and troffer fluorescent fixtures, starters, fluorescent lamp holders and starter sockets.

When writing mention ELECTRICAL WHOLESALING

ATTENTION MANUFACTURERS

Requiring alert sales coverage in Illinois, Wisconsin and upper Indiana. Two aggressive young men desire supplementing major line. Established electrical jobber and manufacturer following. Real order getters. Warehousing facilities available.

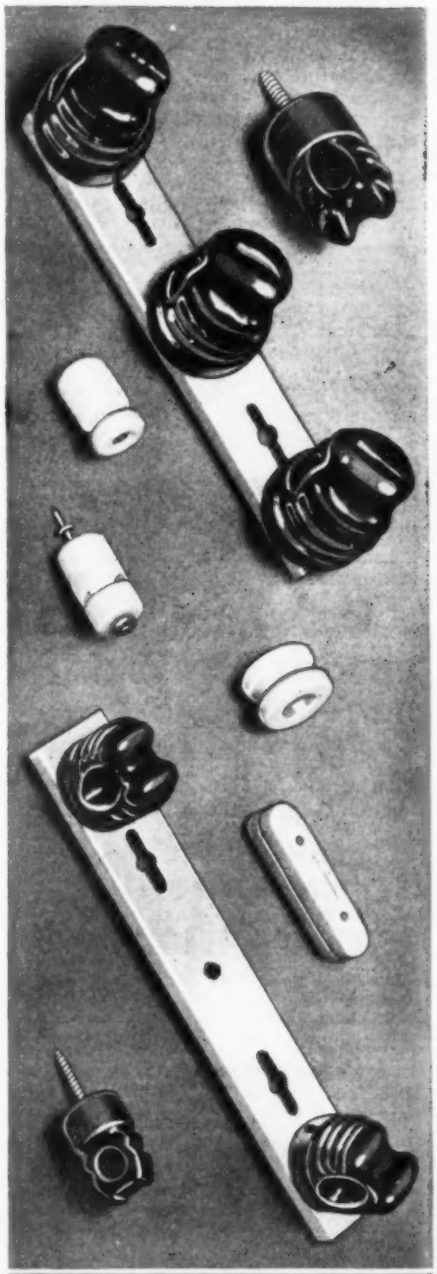
Address Box 1353,
Electrical Wholesaling
520 N. Michigan Ave., Chicago 11, Ill.

MANUFACTURERS REPRESENTATIVES WANTED for nationally famous ventilating equipment

Manufacturer of home and commercial ventilating equipment wants representatives to call on electrical wholesalers in the following already established territories: Mich., Ohio, Ken., Kan., Okla., Ark., Tenn., Tex., Ga., Fla. Write giving complete details on experience lines now handled, references, personal information, etc.

Box 1355, Electrical Wholesaling,
520 N. Michigan Ave., Chicago 11, Ill.

BETTER SUPPLIES MAKE A BETTER JOB



THE UNIVERSAL CLAY PRODUCTS CO.
1549 EAST FIRST ST.
SANDUSKY, OHIO

Flourescent Street Lighting — An 8-page folder illustrates the many features of the "Post-Lites"—the outdoor all-weather fluorescent for street lighting manufactured by the W. H. Long Co., 108 W. Illinois St., Chicago 10, Ill.

When writing mention ELECTRICAL WHOLESALING

Motors and Controls—Practical information on the application of motors and controls to specific farm operations is contained in a 15-page booklet, "How to Apply Motors and Controls to Farm Jobs" issued by the Westinghouse Electric Corp., Box 868, Pittsburgh 30, Pa.

When writing mention ELECTRICAL WHOLESALING

Transformers — Bulletin 491-55, 12 pages, issued by the Jefferson Electric Co., Bellwood, Ill., illustrates the company's line of luminous tube neon transformers—outdoor and weatherproof types, cold cathode, core and coil, indoor, hanging and standing types, and "utility" hanging transformers.

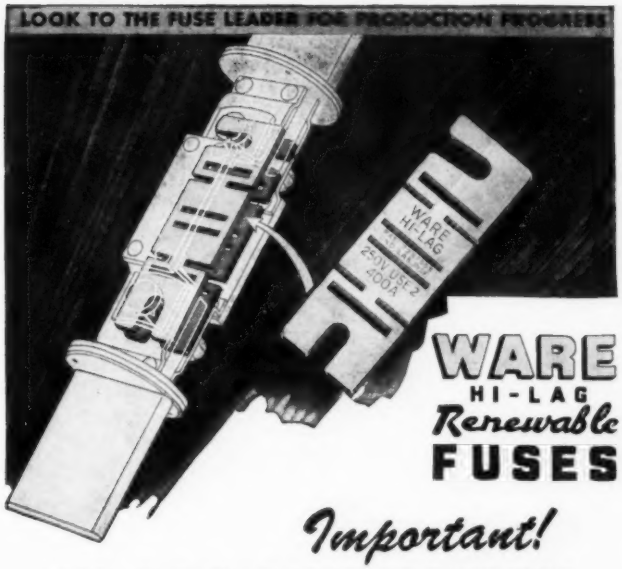
When writing mention ELECTRICAL WHOLESALING

Wall Lamps—Featured in a 4-page folder published by the La Salle Lighting Products, Inc., 143 Seneca St., Buffalo 3, N. Y., is the company's line of pottery wall lamps, indirect wall lamps and indirect pull ups in classic, modern, federal, colonial, regency and English designs.

When writing mention ELECTRICAL WHOLESALING

Wires, Cables and Wiring Materials—Catalog 509, 34 pages, covering wires and cables that have asbestos or asbestos and varnished-cambric insulation, and Catalog 596 describing the various types of wiring materials for farm use have been published by the National Electric Products Corp., Chamber of Commerce Bldg., Pittsburgh, Pa.

When writing mention ELECTRICAL WHOLESALING



WARE HI-LAG *Renewable* FUSES

Important!

HI-LAG LINK DESIGN

1. Square ends increase contact areas and maintain low resistance without overheating:
2. Wide metal areas in body absorb excessive heat from motor starting current and short, heavy surges:
3. Narrow cross members allow for expansion without bending:
4. Fusing points open with a minimum of arcing on short circuits.

For dependable time lag and 100% protection — specify WARE HI-LAG FUSES.

Approved by Underwriters.

Write for "LOOK INSIDE" Booklet.

WARE FUSE CORPORATION
4420 W. LAKE ST. CHICAGO 24, ILL.

JACKSON Quality PRODUCTS

• JACKSON Quality Yardlights are wired complete — sturdily constructed in one piece of heavy gauge steel and finished with three coats of VITREOUS PORCELAIN ENAMEL. Withstand wind and weather. Listed by UL — approved for R. E. A. installations. Send for literature.

• Sold only thru Wholesalers • Manufacturers of Lighting Equipment

JACKSON ELECTRICAL COMPANY 900-910 W. Van Buren St., Chicago 7, Ill.

ALLEN

FLUX
FOR
SODERING
BRAZING
WELDING

L. B. ALLEN CO., INC.
6701 Bryn Mawr Ave.
Chicago 31, U. S. A.

MEMO:

ORDER Slater NOW!

DEPENDABLY YOURS FOR A *Lifetime*

TOPS IN QUALITY / VALUE / LABOR-SAVING FEATURES

#400

- T-rated-Plus . . .
- Sm-o-o-th, Positive Action
- No Arcing — No Pitting — No Failures
- Compact—But Strong and Mighty
- Saves 10% Wiring Time

#300

- T-Slot Plus . . .
- Uniform, Preset Pull
- Solid, Eye-Appealing, Strong
- Huge Screws—Backed Out —Ready
- Saves 10% Wiring Time

Meet and surpass REA & Federal Specifications

- **WRITE FOR CATALOGUE AND LITERATURE!**

OVER 100 NEW DEVICES

SLATER

ELECTRIC & MFG. CO., Inc.

WOODSIDE, L. I., N. Y.

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Here's How Dealers Can Double Their Sales and Yours!

New! Colorful!

IT SELLS ITSELF!

Plymouth's

METAL DISPLAY CABINET

- **Notice specially designed holder at top of cabinet for displaying single box of friction tape.**
- **Notice space over each of four sections so dealer can write his own retail prices!**
- **Cabinet takes but a small space on counter. Overall size: 13" wide, 18" high, 4½" deep.**

A Permanent, Attractive Metal Counter Cabinet That Will Multiply Dealer's Sales!

Dealers everywhere will find it quicker and easier to sell more Slipknot Friction Tape. They'll welcome this counter display as an added sales getter. Dealers know that Slipknot is the largest selling tape in the world—because Slipknot does not dry out — does not ravel at the edges. Slipknot exceeds both ASTM and Federal Government specifications for dielectric strength, tensile strength and adhesion.

Write or phone your order today!

PLYMOUTH RUBBER COMPANY, Inc.

THE LARGEST RUBBERIZERS OF CLOTH IN THE WORLD

CANTON, MASS.

SPECIAL OFFER TO JOBBERS!

CABINET COMPLETE WITH 6 DOZEN ROLLS OF SLIPKNOT FRICTION TAPE

1 Doz.	#8 Rolls
1 Doz.	#4 Rolls
2 Doz.	#2 Rolls
2 Doz.	#1 Rolls

Each cabinet packed in individual shipping container

Full freight allowed for orders of 10 or more cabinet deals.

Ample room on back of cabinet for wholesaler to paste on his own label so that his name will be constantly before dealer.

How to out-sell "lower-price" competition

Sooner or later every salesman runs into lower price competition. What is the best way to handle it?

Just saying "my product is better" won't do the trick.

What we have to do is show the buyer that "invoice price" generally means little.

It is the money a product will save—or lose—*when in use*, that counts.

Here's how to do it . . .

Selling "saving through use"—instead of "saving through invoice price"—isn't so difficult. Just pick out the real benefits your product gives the user and bear down on them.

Your product: "Lasts longer, because . . ."—"Is easier to sell, because . . ."—"Requires less maintenance, because . . ."—"Increases production, because . . ."—and so forth. Talk user benefits.

Show the buyer HE WILL LOSE MONEY IF HE DOESN'T USE YOUR PRODUCT.

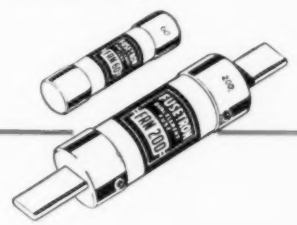
Take Fusetron Fuses for example . . . .

Look how their invoice price fades when you show a user what Fusetron dual-element fuses can do for him.

There just isn't any other protective device that can do what Fusetron dual-element fuses can. Glance at the list alongside. Such user benefits make buyers forget about invoice price. They show "saving through use."

And so on with all products—show buyers why they will lose money—if they don't buy the product you are selling. That's the way to beat "price competition."

BUSSMANN MFG. CO., St. Louis, Division McGraw Electric Co.



FUSETRON Fuses provide 10 Point Protection

1. Protect against short-circuits.
2. Protect against needless blows caused by harmless overloads.
3. Protect against needless blows caused by excessive heating—lesser resistance results in cooler operation.
4. Provide thermal protection—for panels and switches against damage from heating due to poor contact.
5. Protect motors against burnout from overloading.
6. Protect motors against burnout due to single phasing.
7. Give DOUBLE burnout protection to large motors—without extra cost.
8. Make protection of small motors simple and inexpensive.
9. Protect against waste of space and money—permit use of proper size switches and panels.
10. Protect coils, transformers and solenoids against burnout.

FUSETRON
TRUSTWORTHY NAMES IN ELECTRICAL PROTECTION
BUSS